

## COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR SEPTEMBER, 198

## EVENING 7:00–11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25– 30 Min.	All 55– 60 Min.	7:00– 9:00 PM	9:00– 11:00 PM(2)	All 7:00–11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	12.1	15.1	16.9	12.6		11.1	16.9	12.8	13.6	13.4	13.5	12.2	12.9
NO. OF PROGRAMS†	7	7	20	3	1FR	8	20	23	25	27	52	32	84

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM		WEEKDAY DAYTIME 7:00AM–4:30PM					WEEKEND DAYTIME			
	Informational(1)				Quiz & Aud. Partic.(1)	Adult 7:00– 10:00AM	10:00AM– 1:00PM	1:00– 4:30PM	10:00AM– 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly	11:30PM– 1:00AM(4)	Daytime Drama							Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	7.5	10.4	4.2	6.0	4.1	4.0	3.9	6.2	5.2	4.3	9.4	3.8	7.6
NO. OF PROGRAMS†	3	3	7	13	10	6	15	11	26	41	7	6	13

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

1FR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)  
BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 14, 1986  
NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	OUR HOUSE PREVIEW(S)	28.7	25,080	12	CBS SUNDAY NIGHT MOVIE#	18.7	16,340
2	BILL COSBY SHOW	28.4	24,820	12	GROWING PAINS#	18.7	16,340
3	EASY STREET–SAT(S)	27.3	23,860	14	60 MINUTES	18.5	16,170
4	FAMILY TIES#	25.1	21,940	15	227	17.9	15,640
5	CHEERS#	23.7	20,710	16	WHO'S THE BOSS?#	17.8	15,560
6	MURDER, SHE WROTE#	23.4	20,450	17	CBS NEWS SPECIAL(S)	17.0	14,860
7	GOLDEN GIRLS	23.2	20,280	18	NFL FOOTBALL GAME 2–NBC#	16.6	14,510
8	MISS AMERICA PAGEANT(S)	23.0	20,100	19	NEWHART	16.4	14,330
9	NIGHT COURT	22.0	19,230	20	BARBARA WALTERS SUMMER SP(S)	16.1	14,070
10	NFL MONDAY NIGHT FOOTBALL#	21.2	18,530	20	KATE & ALLIE	16.1	14,070
11	CHRYSLER SHOWCASE(S)	19.5	17,040				

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

KEY: A=CURRENT REPORT B=SEASON AVERAGE





PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
EVENING CONT'D														SPORTSBREAK-SAT						47	194	195	94	94	A	6.1	12	533
NEWSBREAK-SAT.						47	174	205	86	99	A	6.2	11	542	1 SAT.						9.06P	1	CBS	SN	B	9.7	18	848
1 SAT.										B	8.7	15	760	2 SAT.						8.28P	1							
2 SAT.														SPORTSBREAK-SUN						47	196	201	92	96	A	18.1	28	1582
NEWSBREAK-SUN.						47	171	173	80	80	A	14.0	22	1224	1 SUN.						8.58P	1	CBS	SN	B	18.3	28	1599
1 SUN.										B	14.4	22	1259	2 SUN.						9.07P	1							
2 SUN.														TAKING IT HOME(S)							194		98	A	12.8	24	1119	
NFL MONDAY NIGHT FOOTBALL						1		208		99	A	21.2	38	1853	2 FRI.						8.30P	30	NBC	CS				
2 MON.										B	21.2	38	1853	TV BLOOPERS-JOKES(S)							198		98	A	12.0	22	1049	
NIGHT COURT						38	203	203	99	99	A	22.0	35	1923	2 SUN.						10.23P	60	NBC	CV				
THU.										B	20.6	32	1800	TODAY AT NIGHT(S)							205		99	A	12.9	23	1127	
1986						9	181	194	96	97	A	9.3	17	813	2 THU.						10.00P	60	NBC	DN				
TUE.										B	10.5	19	918	TRAPPER JOHN, M.D.							200		98	A	10.4	19	909	
OUR HOUSE						1		200		99	A	14.6	26	1276	1 THU.						10.00P	60	CBS	GD	B	10.0	18	874
2 SUN.										B	14.6	26	1276	20/20							209		99	A	14.5	27	1267	
OUR HOUSE PREVIEW(S)								203		99	A	28.7	45	2508	1 THU.						10.00P	60	ABC	DN	B	15.1	26	1320
2 THU.														TUESDAY MOVIE OF THE WEEK							178	179	92	93	A	11.6	19	1014
PERFECT STRANGERS						4	152		88		A	12.0	21	1049	TUE.						8.00P	120	NBC	FF	B	11.2	19	979
1 WED.										B	12.0	23	1049	TWILIGHT ZONE							158	195	90	94	A	8.5	16	743
PRICE IS RIGHT						4	194	200	98	94	A	8.4	14	734	FRI.						8.00P	60	CBS	SF	B	8.1	17	708

[illegible]



## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1986 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
*LATE FRINGE																											
ABC NEWS:NIGHTLINE					196	201	202	98	98	A	5.5	16	481	DAVID LETTERMAN I					183	204	203	99	99	A	3.8	19	332
1 MTUWF 11.30P 30 ABC N									B	5.9	17	516	M-TH 12.30A 30 NBC GV									B	4.0	20	350		
1 THU. 11.30P 38													DAVID LETTERMAN II					183	204	203	99	99	A	2.9	19	253	
2 TUE. 11.30P 30													M-TH 1.00A 30 NBC GV									B	3.1	20	271		
2 W & F 11.30P 31													FRIDAY NIGHT VIDEOS					46	189	190	97	97	A	3.6	18	315	
2 THU. 11.47P 13													FRI. 12.30A 90 NBC PC					2				B	3.5	17	306		
ABC NEWS:NIGHTLINE-MON					1		197		98	A	3.7	23	323	G MICHAELS SPORTS MACHINE						78	78	53	53	A	1.8	7	157
2 MON. 1.19A 30 ABC N										B	3.7	23	323	1 SUN. 11.30P 15 NBC SC									B	1.8	7	157	
ABC NEWS:NIGHTLINE-TH(B)							202		98	A	4.2	16	367	2 SUN. 11.53P 15													
2 THU. 12.00M 17 ABC N														LIFESTYLES-RICH & FAM-12M					29	91	89	59	56	A	1.3	5	114
ABC NEWS NIGHTLINE-FRI(B)						190		98		A	6.2	21	542	1 M & W 12.00M 30 ABC CC									B	1.3	5	114	
1 FRI. 12.00M 47 ABC N														1 TUE. 12.16A 30													
ABC WEEKEND REPORT-SAT.					45	140	145	80	80	A	2.5	7	219	1 THU. 12.03A 30													
1 SAT. 11.50P 15 ABC N										B	3.1	8	271	2 TUE. 12.00M 30													
2 SAT. 11.30P 15														2 WED. 12.31A 30													
ABC WEEKEND REPORT-SUN.					46	156	143	86	81	A	2.4	9	210	2 THU. 12.17A 30													
1 SUN. 11.30P 15 ABC N										B	3.3	12	288	2 FRI. 12.01A 30													
2 SUN. 11.56P 15														SATURDAY NIGHT					35	198	196	99	99	A	4.8	19	420
CBS LATE NIGHT I					226	185	181	93	92	A	3.5	15	306	1 SAT. 11.30P 77 NBC GV									B	6.7	21	586	
1 MTHF 12.00M 68 CBS FF										B	5.1	18	446	2 SAT. 12.32A 85													
														TONIGHT SHOW					226	203	200	99	99	A	6.8	22	594

1 TUE.	12.30A	68													M-F	11.30P	60	NBC GV							B	7.1	23	621
1 WED.	12.00M	69													US OPEN HIGHLIGHTS	TNS-MO(S)				192		95		A	4.2	13	367	
2 M & TH	11.30P	66													1 MON.	11.30P	30	CBS SC										
2 TU & W	11.30P	67													US OPEN HIGHLIGHTS	TNS-TU(S)				188		94		A	4.6	14	402	
2 FRI.	12.01A	69													1 TUE.	11.30P	30	CBS SC										
															US OPEN HIGHLIGHTS	TNS-WE(S)				189		94		A	3.6	11	315	
															1 WED.	11.30P	30	CBS SC										
															US OPEN HIGHLIGHTS	TNS-TH(S)				189		94		A	3.5	10	306	
															1 THU.	11.30P	30	CBS SC										
															US OPEN HIGHLIGHTS	TNS-FR(S)				185		93		A	3.4	9	297	
															1 FRI.	11.30P	30	CBS SC										
															WEEKDAY DAYTIME													
															ABC DAYTIME NEWSBRIEF-M-F	229				193	206	96	99	A	7.2	26	629	
															1 M-W	2.58P	1	ABC N						B	7.9	27	690	
															1 THU.	2.57P	2											
															1 FRI.	2.56P	3											
															2 M-TH	2.58P	1											
															2 FRI.	2.57P	2											
															ABC WORLD NEWS-MORN-615A				229									
															M-F	6.15A	15	ABC N						A	1.3	16	114	
															ABC WORLD NEWS-MORN-645A				229					B	1.7	19	149	
															M-F	6.45A	15	ABC N						A	2.3	18	201	
																								B	2.4	18	210	
															ALL MY CHILDREN				227									
															1 TU-TH	1.00P	60	ABC DD						A	7.0	25	612	
															1 FRI.	1.00P	31							B	7.9	26	690	
															CONT'D													

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1ST SEP. 1986 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKDAY DAYTIME CONT'D														FAME,FORTUNE AND ROMANCE 146 5										A 2.3 11 201			
ALL MY CHILDREN-CONT'D														2 M-TH 11.00A 30 ABC CC										B 2.3 11 201			
2 M-TH 1.00P 60														2 FRI. 11.04A 26										A 3.7 17 323			
2 FRI. 1.22P 38														FAMILY TIES M-F 167										B 4.6 18 402			
ALL MY CHILDREN-MON(B)														1 TU-TH 10.00A 30 NBC CS													
1 MON. 1.00P 60 ABC DD						148		84		A	7.0	19	612	1 FRI. 10.00A 3													
AMERICAN TREASURY 133														& 10.10A 20													
1 WED. 3.58P 1 CBS DO						198	197	93	93	A	5.1	17	446	2 M-F 10.00A 30													
2 M-F 3.58P 1														FAMILY TIES-MON SPECIAL(S)										A 5.0 16 437			
ANOTHER WORLD 221														1 MON. 10.00A 30 NBC CS													
1 TU-TH 2.00P 60 NBC DD						206	204	99	99	A	5.1	19	446	GENERAL HOSPITAL 227										A 8.0 28 699			
1 FRI. 2.11P 49														1 TU-TH 3.00P 60 ABC DD										B 9.1 29 795			
2 M-F 2.00P 60														1 FRI. 3.00P 30													
ANOTHER WORLD-MON(B)														& 3.53P 1													
1 MON. 2.00P 60 NBC DD						161		83		A	4.8	14	420	2 M-F 3.00P 60													
AS THE WORLD TURNS 229														GENERAL HOSPITAL-MON(B)										A 6.3 17 551			
1 TU-TH 1.30P 60 CBS DD						206	206	99	99	A	6.8	24	594	1 MON. 3.00P 60 ABC DD													
2 M-F 1.30P 60														GENERAL HOSPITAL-FRI(B)										A 6.6 24 577			
CAPITOL 228														1 FRI. 3.30P 23 ABC DD													
1 TU-TH 2.30P 30 CBS DD						197	196	94	94	A	5.0	19	437	GOOD MORN,AMER-MON-730(B)										A 2.1 14 184			
														1 MON. 7.30A 30 ABC N													

2 M-F 2.30P 30																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1986 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)				
WEEKDAY DAYTIME CONT'D																															
NBC NEWS DIGEST-MON SPEC(S)						153		81		A	4.5	12	393	SALE OF THE CENTURY 270 224						161	157	83	82	A	4.2	20	367				
1 MON. 2.57P 1 NBC N														1 TU-F 10.30A 30 NBC QG										B	4.5	18	393				
NEW CARD SHARKS 110 163						167	166	84	82	A	3.5	16	306	SALE-CENTURY-MON SPECIAL(S)						125		70		A	4.1	13	358				
1 TU-F 10.30A 30 CBS QP										B	4.4	18	385	1 MON. 10.30A 30 NBC QG										A	4.3	15	376				
2 M-F 10.30A 30														SANTA BARBARA 220						196	193	97	97	B	4.3	14	376				
NEW CARD SHARKS-MON(B)						104		67		A	4.0	12	350	1 TU-F 3.00P 60 NBC DD																	
1 MON. 10.30A 30 CBS QP														2 M-F 3.00P 60 340																	
NEWSBREAK-11.57 232						167	181	84	86	A	5.8	24	507	SANTA BARBARA-MON SPECIAL(S)						154		83		A	4.2	11	367				
1 M-TH 11.57A 2 CBS N										B	6.6	25	577	1 MON. 3.00P 60 NBC DD																	
2 M-F 11.57A 2														SCRABBLE 223						199	195	97	97	A	4.7	21	411				
NEWSBREAK-3.44 222						195	197	96	97	A	5.4	18	472	1 TU-F 11.30A 30 NBC QG										B	5.3	21	463				
1 TUE. 3.45P 1 CBS N										B	6.3	20	551	2 M-F 11.30A 30 270																	
1 WED. 3.44P 1														SCRABBLE-MON(B)						159		81		A	5.5	16	481				
1 THU. 3.43P 1														1 MON. 11.30A 30 NBC QG																	
2 MON. 3.46P 1														SEARCH FOR TOMORROW 224						147	142	75	74	A	2.5	10	219				
2 TUE. 3.40P 1														1 TU-F 12.30P 30 NBC DD										B	2.8	10	245				
2 WED. 3.42P 1														2 M-TH 12.30P 30																	
2 THU. 3.41P 1														2 FRI. 12.30P 13 263																	
2 FRI. 3.37P 1														& 12.49P 10																	
ONE LIFE TO LIVE 227						208	210	99	99	A	7.3	27	638	SEARCH FOR TOMORROW-MO(B)						111		61		A	2.9	9	253				
1 TU-TH 2.00P 60 ABC DD										B	7.7	26	673																		

1 FRI. 2.00P 16														1 MON. 12.30P 30 NBC DD						152	149	74	74	A	3.5	14	306
2 M-F 2.22P 38														SUPER PASSWORD 225										B	3.8	14	332
ONE LIFE TO LIVE-MON(B)						142		84		A	6.3	18	551	1 TU-F 12.00N 30 NBC QG													
1 MON. 2.00P 60 ABC DD										B	2.0	6	175	2 M-F 12.00N 30 270													
PRESS YOUR LUCK 161						93	84	46	42	A	1.3	4	114	SUPER PASSWORD-MON SPEC(S)						125		64		A	4.1	12	358
1 TU-TH 4.00P 30 CBS QP														1 MON. 12.00N 30 NBC QG													
2 M-F 4.00P 30 240														TODAY SHOW-7.30AM 229						203	203	99	99	A	4.8	24	420
PRICE IS RIGHT 1-FRI(B)								181	82	A	4.7	23	411	1 TU-F 7.30A 30 NBC N										B	5.1	25	446
2 FRI. 11.00A 28 CBS AP														2 M-F 7.30A 30													
PRICE IS RIGHT 1-MON(B)						133		82		A	5.6	17	489	TODAY SHOW-7.30AM-MON SP(S)						161		85		A	2.2	14	192
1 MON. 11.00A 30 CBS AP														1 MON. 7.30A 30 NBC N													
PRICE IS RIGHT 2-MON(B)						133		82		A	7.3	22	638	TODAY SHOW-8.30AM-MON SP(S)						160		85		A	3.9	15	341
1 MON. 11.30A 30 CBS AP														1 MON. 8.30A 30 NBC N													
PRICE IS RIGHT 1 229						208	209	99	99	A	5.9	27	516	TODAY SHOW-8.30AM 229						203	203	99	99	A	4.9	24	428
1 TU-TH 11.00A 30 CBS AP										B	6.5	26	568	1 TU-F 8.30A 30 NBC N										B	5.4	23	472
2 M-TH 11.00A 30														2 M-F 8.30A 30													
2 FRI. 11.28A 2 212														\$25,000 PYRAMID 300 232						171	172	90	86	A	3.9	17	341
PRICE IS RIGHT 2 240 228						208	209	99	99	A	7.1	32	621	M-F 10.00A 30 CBS QP										B	4.7	19	411
1 TU-TH 11.30A 30 CBS AP										B	8.3	33	725	US OPEN TENNIS (MON)(S)						135		83		A	3.6	10	315
2 M-F 11.30A 30														1 MON. 12.30P 330 CBS SE													
RYAN'S HOPE 270 225						176	171	90	86	A	2.7	11	236	US OPN TENNIS(FRI) 11:00A(S)						207		98		A	2.7	12	236
1 TU-F 12.00N 30 ABC DD										B	3.1	11	271	1 FRI. 11.00A 84 CBS SE													
2 M-F 12.00N 30														US OPN TENNIS(FRI) 12:30P(S)						207		99		A	2.8	10	245
RYAN'S HOPE-MON(B)						126		74		A	2.6	7	227	1 FRI. 12.55P 26 CBS SE													
1 MON. 12.00N 30 ABC DD														& 1.27P 13													
														CONT'D													

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

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PROGRAM NAME										PROGRAM NAME									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
WEEKDAY DAYTIME CONT'D										CARE BEAR FAMILY									
US OPN TENNIS(FRI-CONT'D										2 SAT. 8.30A 30 ABC CA									
& 1.56P 11										CBS COLLEGE FOOTBALL PRE									
& 2.20P 62										2 SAT. 2.30P 7 CBS SC									
& 3.28P 92										CBS COLLEGE FOOTBALL GAME									
WHEEL OF FORTUNE 225										2 SAT. 2.37P 183 CBS SE									
1 TU-F 11.00A 30 NBC QG										CBS COLLEGE FOOTBALL POST									
2 M-TH 11.00A 30										2 SAT. 5.40P 20 CBS SC									
2 FRI. 11.26A 4										CBS NFL TODAY									
WHEEL-FORTUNE-MON SPECIAL(S)										SUN. 12.30P 30 CBS SC									
1 MON. 11.00A 30 NBC QG										CBS NFL FOOTBALL GAME 1									
WHEEL OF FORTUNE-FRI(B)										1 SUN. 1.00P 201 CBS SE									
2 FRI. 11.00A 26 NBC QG										2 SUN. 1.00P 198									
YOUNG AND THE RESTLESS 228										CBS NFL FOOTBALL GAME 2									
1 TU-TH 12.30P 60 CBS DD										2 SUN. 4.11P 157 CBS SE									
2 M-TH 12.30P 60										CBS NFL FOOTBALL POST 2									
2 FRI. 12.30P 29										2 SUN. 6.46P 14 CBS SC									
& 1.28P 2										CBS SPORTS SPECIAL-SAT.(S)									
YOUNG AND RESTLESS-FR(B)										2 SAT. 2.00P 30 CBS SE									
2 FRI. 12.59P 29 CBS DD										CFA COLLEGE FOOTBALL-PRE									
WEEKEND DAYTIME										2 175 173 90 89									

ABC FUN FIT-8:25AM										1 SAT. 3.00P 25 ABC SC									
1 SAT. 8.25A 4 ABC CN										2 SAT. 3.00P 26									
ABC FUN FIT-11:55AM										CFA COLLEGE FOOTBALL GAME									
1 SAT. 11.55A 4 ABC CN										1 SAT. 3.25P 192 ABC SE									
ABC WEEKEND SPECIALS										2 SAT. 3.26P 204									
SAT. 12.00N 30 ABC FV										CFA COLLEGE FOOTBALL POST									
ALL NEW EWOKS										1 SAT. 6.37P 23 ABC SC									
2 SAT. 11.30A 30 ABC CA										2 SAT. 6.50P 9									
ALVIN AND THE CHIPMUNKS										CHRYSLER CUP GOLF-SUN(S)									
SAT. 11.00A 30 NBC CA										1 SUN. 4.00P 120 ABC SE									
AMERICAN BANDSTAND										DROIDS: ADVENTURES									
1 SAT. 12.30P 60 ABC PC										1 SAT. 11.00A 30 ABC CA									
AMERICAN BANDSTAND										EWOKS									
2 SAT. 1.00P 30 ABC PC										1 SAT. 10.30A 30 ABC CA									
BERENSTAIN BEARS										FACE THE NATION									
2 SAT. 8.00A 30 CBS CA										SUN. 10.30A 30 CBS CC									
BERENSTAIN BEARS										FLINTSTONE KIDS 1									
1 SAT. 8.30A 30 CBS CA										2 SAT. 9.00A 30 ABC CA									
BUGS BUNNY & TWEETY SHOW										FLINTSTONE KIDS 2									
2 SAT. 11.00A 30 ABC CA										2 SAT. 9.30A 30 ABC CA									
BUGS BUNNY/LOONEY TUNES-1										GALAXY HIGH SCHOOL									
1 SAT. 9.00A 30 ABC CA										2 SAT. 10.00A 30 CBS CA									
BUGS BUNNY/LOONEY TUNES-2										GUMMI BEARS									
1 SAT. 9.30A 30 ABC CA										SAT. 8.30A 30 NBC CA									
										IN THE NEWS-11.56AM									
										2 SAT. 11.56A 3 CBS CN									



## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

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PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES									
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)				
WEEKEND DAYTIME CONT'D																															
IN THE NEWS-12.26PM					1	164		80		A	2.7	10	236	NFL FOOTBALL POST-NBC					1	200		98		A	8.0	19	699				
2 SAT. 12.26P					3	156		89		B	2.7	10	236	2 SUN. 4.02P					14	198		200		97	98	B	8.0	19	699		
IAAF GRAND PRIX(S)										A	2.3	8	201	ONE TO GROW ON-8:28AM					47					A	4.3	28	376				
2 SAT. 1.00P					120					A				SAT. 8.28A					2					B	3.9	23	341				
IT'S PUNKY BREWSTER					46	199		200		98	97	A	6.4	24	559	ONE TO GROW ON-8:58AM					47	195		199		97	98	A	4.7	24	411
SAT. 10.30A					30					B	6.9	25	603	SAT. 8.58A					2					B	4.9	23	428				
KIDD VIDEO					1	123		64		A	3.2	11	280	ONE TO GROW ON-10:28AM					46	201		204		99	99	A	6.7	25	586		
2 SAT. 12.30P					30					B	3.2	11	280	SAT. 10.28A					2					B	7.5	27	656				
KIDD VIDEO					46	181		95		A	5.9	22	516	ONE TO GROW ON-11:28AM					46	198		199		98	99	A	7.6	27	664		
1 SAT. 11.30A					30					B	5.4	19	472	SAT. 11.28A					2					B	6.7	23	586				
KIDD VIDEO SPECIAL(S)						154		82		A	5.0	18	437	ONE TO GROW ON-11:58AM					46	180		95		A	5.5	20	481				
2 SAT. 12.00N					30									1 SAT. 11.58A					2					B	5.1	18	446				
KISSYFUR					1	200		98		A	4.3	29	376	ONE TO GROW ON-12:28PM					1			152		81	A	5.1	18	446			
2 SAT. 8.00A					30					B	4.3	29	376	2 SAT. 12.28P					2					B	5.1	18	446				
LAFF-A-LYMPICS					24	203		98		A	4.3	17	376	PEE WEE'S PLAYHOUSE					1			193		96	A	4.1	15	358			
1 SAT. 10.00A					30					B	4.7	18	411	2 SAT. 11.00A					30					B	4.1	15	358				
LAZER TAG ACADEMY					1	178		95		A	6.2	23	542	PINK PANTHER AND SONS					25	199		97		A	2.0	15	175				
2 SAT. 11.30A					30					B	6.2	23	542	1 SAT. 8.00A					30					B	2.3	16	201				
LITTLES					25	203		99		A	2.4	13	210	POUND PUPPIES					1			201		98	A	4.7	17	411			
														2 SAT. 10.30A					30					B	4.7	17	411				

1 SAT.	8.30A	30	ABC	CA					B	2.7	14	236
LITTLES					1	139	70		A	3.2	11	280
2 SAT.	12.30P	30	ABC	CA					B	3.2	11	280
MEET THE PRESS					2	150	163	91	A	1.9	7	166
SUN.	12.00N	30	NBC	CC					B	1.9	7	166
MR. T					43	147	82		A	3.4	13	297
1 SAT.	12.00N	30	NBC	CA					B	4.2	15	367
MUPPET BABIES					1	205	99		A	4.0	17	350
2 SAT.	9.00A	60	CBS	CA					B	4.0	17	350
MUPPET BABIES/MONSTERS(B)						177	83		A	4.6	19	402
1 SAT.	9.00A	60	CBS	CA								
NBC MAJOR LEAGUE PRE GAME				20	192	185	97	97	A	3.7	12	323
1 SAT.	2.00P	18	NBC	SC					B	4.5	16	393
2 SAT.	3.00P	17										
NBC MAJOR LEAGUE BASEBALL				20	195	196	98	99	A	5.2	15	454
1 SAT.	2.18P	185	NBC	SE					B	6.6	21	577
2 SAT.	3.17P	190										
NFL '86-NBC				2	195	202	97	98	A	4.1	14	358
SUN.	12.30P	30	NBC	SC					B	4.1	14	358
NFL FOOTBALL GAME 1-NBC				2	194	207	91	99	A	10.6	28	926
1 SUN.	1.00P	207	NBC	SE					B	10.6	28	926
2 SUN.	1.00P	187										
NFL FOOTBALL GAME 2-NBC				1	204		93		A	16.6	36	1451
1 SUN.	4.32P	170	NBC	SE					B	16.6	36	1451

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES							
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D																																									
TEEN WOLF						1		201		98	A	5.0	18	437																											
2 SAT. 10.30A 30 CBS CA											B	5.0	18	437																											
THIS WEEK-DAVID BRINKLEY						43	198	194	99	98	A	3.3	11	288																											
SUN. 11.30A 60 ABC N											B	3.8	12	332																											
US OPEN TENNIS-SUN(S)							207		99		A	5.4	12	472																											
1 SUN. 4.15P 165 CBS SE																																									
US OPEN TENNIS-SAT-1(S)							204		99		A	3.8	13	332																											
1 SAT. 11.00A 300 CBS SE																																									
US OPEN TENNIS-SAT-2(S)							204		99		A	4.7	12	411																											
1 SAT. 4.00P 240 CBS SE																																									
WILDFIRE						1		195		95	A	2.8	15	245																											
2 SAT. 8.30A 30 CBS CA											B	2.8	15	245																											
WUZZLES						18	193		98		A	2.3	17	201																											
1 SAT. 8.00A 30 CBS CA											B	2.4	18	210																											
WUZZLES						1		200		99	A	1.8	12	157																											
2 SAT. 8.00A 30 ABC CA											B	1.8	12	157																											

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						18,620 21.3												
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						9,700 11.1	11.1*		11.1*		11.3*		11.4*		11.0*		10.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 11.2	20 * 11.0		18 * 11.1		18 * 11.3		19 * 11.3		19 * 11.2		20 * 10.6	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						15,990 18.3				15,640 17.9		16,690 19.1		14,680 16.8				
	CBS TV								SCARECROW & MRS. KING (R)(SUS-SD)		KATE & ALLIE (R)		NEWHART (R)(SD)				CAGNEY & LACEY (R)		
	AVERAGE AUDIENCE (Households (000) & %)						11,620 13.3	11.9*		14.6*		13,020 14.9		14,160 16.2		11,010 12.6	12.9*	12.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 11.4	21 * 12.4		24 * 14.3		24 14.3	15.5	27 16.2	16.3	23 13.0	23 * 12.8	23 * 12.2	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						12,590 14.4		10,490 12.0		16,690 19.1								
	NBC TV							VALERIE (R)(SD)		AMAZING STORIES (R)					NBC MONDAY NIGHT MOVIES SERIAL				
	AVERAGE AUDIENCE (Households (000) & %)						10,660 12.2		8,910 10.2		8,740 10.0		9.8*		10.1*		10.5*	9.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 11.7	17 12.8	17 10.5	16 * 9.8	17 10.0	16 * 9.7	17 * 9.9	17 * 10.3	18 * 10.5	18 * 10.5	18 * 9.7	18 * 9.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						13,200 15.1				35,310 40.4								
	ABC TV								MACGYVER (R)(SD)							NFL MONDAY NIGHT FOOTBALL N.Y. GIANTS VS DALLAS (9:00-12:28AM)(-CP)			
	AVERAGE AUDIENCE (Households (000) & %)						9,260 10.6	9.8*		11.5*		18,530 21.2	19.6*		23.5*		24.1*	22.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 9.5	18 * 10.0		20 * 11.2		38 18.4	32 * 20.7		38 * 23.1	38 * 23.8	39 * 24.1	38 * 23.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						15,820 18.1				17,310 19.8		16,960 19.4		16,080 18.4				
	CBS TV								SCARECROW & MRS. KING (R)(SD)		KATE & ALLIE (R)		NEWHART (R)(SD)				CAGNEY & LACEY (R)		
	AVERAGE AUDIENCE (Households (000) & %)						10,490 12.0	10.8*		13.2*		15,120 17.3		14,510 16.6		11,710 13.4	13.4*	13.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						20 10.4	18 * 11.2		21 * 12.9		27 16.7		26 18.0	26 16.7	23 16.5	23 * 13.4	24 * 13.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						14,510 16.6		10,750 12.3		15,470 17.7								
	NBC TV							VALERIE (R)(SD)		AMAZING STORIES (R)						NBC MONDAY NIGHT MOVIES FIRST MONDAY IN OCTOBER (SD)			
	AVERAGE AUDIENCE (Households (000) & %)						11,890 13.6		9,350 10.7		7,870 9.0	8.3*		8.4*		9.6*		9.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 13.2	17 14.1	17 11.0	13 * 10.3	15 8.4	13 * 8.2	13 * 8.2	13 * 8.5	16 * 9.8	16 * 9.5	18 * 9.5	18 * 10.0	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	50.0	51.7	52.2	54.6	55.5	57.5	59.1	61.4	62.3	62.5	61.1	60.1	57.3	56.3	55.0	51.2
			WK. 2	52.1	54.2	54.4	56.0	57.0	59.8	60.6	62.2	63.0	63.7	63.5	61.8	59.7	58.9	56.9	53.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. MON. SEPT. 8, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEPT.2, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					19,400 22.2		18,530 21.2		19,750 22.6				14,770 16.9			
	ABC TV						WHO'S THE BOSS? (R)		GROWING PAINS (R)		MOONLIGHTING (R)(SD)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					15,560 17.8		16,340 18.7		13,980 16.0		15.8* 25 *		11,190 12.8		12.5* 22 *	13.0* 25 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					30 16.8	18.8	31 18.4	18.9	25 16.2	25 *	16.1	16.1	23 12.2	12.9	13.1	12.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					9,790 11.2				24,300 27.8							
	CBS TV						SIMON & SIMON(B) (R)(SD)								CBS NEWS SPECIAL 48 HOURS ON CRACK STREET (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{					6,820 7.8	7.3*		8.4*	17.0	16.8*		17.5*		17.3*		16.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					13 7.0	12 *		14 *	29 16.2	27 *		28 *		30 *		31 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					16,170 18.5								10,840 12.4			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					8,570 9.8	9.3*		9.8*		10.1*		9.8*		8.4*		7.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					16 9.3	16 *		16 *	10.1	16 *	10.2	16 *	14 8.7	15 *	7.5	14 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					20,010 22.9											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					9,180 10.5	9.0*		9.7*		11.2*		11.6*		11.3*		10.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					18 9.1	16 *		16 *	10.6	18 *	11.7	19 *	20 *	11.1	10.4	19 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					19,670 22.5				21,330 24.4							
	CBS TV						WIZARD (SD)								CBS TUESDAY NIGHT MOVIES MOSCOW ON THE HUDSON (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{					13,900 15.9	15.4*		16.4*	11,100 12.7	13.2*		12.2*		13.2*		12.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					27 15.0	27 *		28 *	22 13.7	22 *	12.2	20 *	23 *	13.1	12.7	23 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					21,940 25.1								14,600 16.7			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					11,620 13.3	12.4*		12.7*		13.6*		14.6*		10.6*		10.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					22 12.0	22 *		22 *	13.2	22 *	14.7	24 *	19 *	10.2	10.9	20 *

TV HOUSEHOLDS USING TV		WK. 1	54.5	55.1	54.7	56.8	57.9	59.2	60.3	62.1	63.0	63.3	62.7	62.2	59.1	56.7	54.4	51.7
(See Def. 1)		WK. 2	51.5	52.6	53.4	54.8	56.1	57.9	58.6	59.5	60.0	61.2	62.0	61.1	58.1	56.2	54.1	51.0

U.S. TV Households: 87,480,000

For explanation of symbols, See page A.

EVE.TUE. SEPT.9, 1986



TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,760 14.6		11,100 12.7		20,010 22.9				15,820 18.1			
	ABC TV					PERFECT STRANGERS (R)		MR. SUNSHINE (R)(SD)		BARBARA WALTERS SUMMER SP (R)(SD)				ABC NEWS CLOSEUP-WED			
	AVERAGE AUDIENCE (Households (000) & %)					10,490 12.0		9,960 11.4		14,070 16.1	15.7*		16.4*	10,840 12.4	13.2*		11.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 11.2	12.7	19 11.3	11.5	27 15.1	26* 16.4	16.8	27* 16.0	23 13.6	23* 12.7	12.2	23* 11.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,190 12.8				14,860 17.0							
	CBS TV					CBS REPORTS: US/MEX BORDER (R)(SD)				SPECIAL MOVIE PRSNT-CBS NOTHING PERSONAL (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					7,690 8.8	9.2*		8.5*	8,990 8.0	7.1*		7.6*		8.9*		8.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					15 9.5	16* 8.8		14* 8.7	14 7.4	12* 6.7	7.4	13* 7.7		16* 8.9		16* 8.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,690 19.1				14,330 16.4		14,420 16.5		14,680 16.8			
	NBC TV					HIGHWAY TO HEAVEN (R)(SD)				QIMME A BREAK (R)		YOU AGAIN? (R)		ST. ELSEWHERE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					12,060 13.8	13.0*		14.6*	12,240 14.0		12,500 14.3		10,400 11.9	12.2*		11.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 12.8	23* 13.2		25* 14.4	23 13.8	24 14.3	24 14.1	14.5	22 12.4	22* 11.9	11.5	22* 11.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,920 20.5											
	ABC TV									WINDS OF WAR-PART III (R)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)					8,830 10.1	8.3*		8.6*		10.2*		11.1*		11.3*		11.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 8.4	15* 8.3	8.5	14* 8.7	9.9	17* 10.6	10.9	18* 11.3		19* 11.4	11.2	21* 11.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,430 18.8				21,410 24.5							
	CBS TV					DRUG KNOT (R)(SD)				MAGNUM, P.I. SPECIAL (R)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)					12,320 14.1	13.4*		14.8*	12,320 14.1	12.8*		14.1*		15.3*		14.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 13.0	24* 13.7	14.6	25* 15.0	24 12.5	21* 13.0	13.8	23* 14.3		26* 15.5	15.1	27* 14.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,920 20.5				17,570 20.1		17,040 19.5		14,330 16.4			
	NBC TV					HIGHWAY TO HEAVEN (R)(SD)				QIMME A BREAK (R)		YOU AGAIN? (R)(SD)		ST. ELSEWHERE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					14,160 16.2	15.1*		17.4*	15,470 17.7		14,950 17.1		10,230 11.7	12.3*		11.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 14.3	27* 15.9	17.2	29* 17.8	29 17.2	21 18.1	28 16.8	17.4	21 12.6	21* 12.0	11.0	21* 11.3
TV HOUSEHOLDS USING TV WK. 1		52.1	53.1	53.6	54.6	55.5	57.4	58.0	59.7	60.0	60.8	61.0	60.7	57.4	55.3	53.1	50.5
(See Def. 1) WK. 2		51.5	51.4	51.9	53.2	54.9	57.1	59.0	60.2	60.8	61.6	61.6	62.1	59.4	57.6	54.9	52.3

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. SEPT.4, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						8,130 9.3				8,570 9.8				16,870 19.3			
	ABC TV						RIPLEY'S BELIEVE IT-NOT (R)				DYNASTY II: COLBYS (R)(SD)				20/20 (R)			
	AVERAGE AUDIENCE (Households (000) & %)						5,330 6.1	5.7*		6.5*	5,770 6.6	6.2*		7.0*	12,670 14.5	15.4*		13.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						10 5.6	10*	6.3	11*	11 6.1	10*	6.5	11*	27 14.8	27*	14.5	27*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,750 12.3				12,500 14.3				12,060 13.8			
	CBS TV						PRICE IS RIGHT (SD)				CRAZY LIKE A FOX(B) (R)(SD)				TRAPPER JOHN, M.D. (R)			
	AVERAGE AUDIENCE (Households (000) & %)						7,600 8.7	7.6*		9.8*	9,260 10.6	10.4*		10.8*	9,090 10.4	10.4*		10.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						15 7.5	13*	9.5	16*	17 9.9	17*	10.8	17*	19 10.3	18*	10.2	20*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						26,390 30.2		24,210 27.7		23,860 27.3		22,290 25.5		15,640 17.9			
	NBC TV						BILL COSBY SHOW (R)		FAMILY TIES (R)(SD)		CHEERS (R)		NIGHT COURT (R)(SD)		HILL STREET BLUES (R)			
	AVERAGE AUDIENCE (Households (000) & %)						23,070 26.4		21,940 25.1		20,710 23.7		19,320 22.1		10,750 12.3	12.9*		11.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						46 24.9	41 27.9	41 24.8	25.3	38 23.2	35 24.2	35 22.9	21.2	23 13.7	23*	12.0	23*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						28,490 32.6											
	ABC TV						ABC NFL FOOTBALL SPECIAL NEW ENGLAND VS N.Y. JETS (8:00-11:11PM) (-SD)											
	AVERAGE AUDIENCE (Households (000) & %)						12,670 14.5	9.9*		13.3*		15.5*		15.1*		17.3*		16.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 9.1	17*	12.8	22*	15.4	25*	15.0	24*	17.3	29*	16.9	29*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,400 11.9				19,400 22.2							
	CBS TV						PRICE IS RIGHT (SD)				SPECIAL MOVIE PRSNT.-CBS AMERICAN GEISHA (SD)							
	AVERAGE AUDIENCE (Households (000) & %)						6,990 8.0	7.1*		8.9*	10,230 11.7	8.5*		11.7*		13.3*		13.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						13 6.7	12*	8.8	14*	20 8.1	13*	11.4	19*	13.5	23*	13.4	25*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						30,330 34.7		31,290 35.8		21,940 25.1				16,960 19.4			
	NBC TV						BILL COSBY SHOW (R)		OUR HOUSE PREVIEW (SD)		NIGHT COURT (R)		TODAY AT NIGHT (R)					
	AVERAGE AUDIENCE (Households (000) & %)						26,570 30.4		25,080 28.7		19,050 21.8				11,270 12.9	14.2*		11.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						50 28.6	45 32.3	45*	45*	35 29.1	35 28.5	22.3	21.2	23 15.1	24*	11.9	21*
TV HOUSEHOLDS USING TV		WK. 1	49.5	51.5	52.4	54.2	56.6	59.2	60.4	62.0	61.9	62.6	62.8	61.7	57.3	55.7	52.8	50.0
(See Def. 1)		WK. 2	52.3	52.9	55.0	56.8	59.6	63.0	62.9	63.3	63.6	64.1	62.6	62.1	60.0	57.7	54.9	52.3
U.S. TV Households: 87,400,000																		

For explanation of symbols, See page A.

EVE.THU. SEPT.11, 1986



TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)					10,400 11.9		10,660 12.2		18,880 21.6							
	ABC TV					WEBSTER (R)		MR. BELVEDERE (R)(SD)					LOVE BOAT (R)(SD)				
	AVERAGE AUDIENCE (Households (000) & %)					8,650 9.9		9,530 10.9		11,620 13.3	11.4*		13.2*		14.3*		14.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 9.3	10.4	20 10.9	10.9	24 10.6	21 *		24 *		25 *		26 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					9,610 11.0				13,630 15.6							
	CBS TV							TWILIGHT ZONE (R)(SUS-SD)					CBS FRIDAY NIGHT MOVIES OUTLAND(R) (SD)				
	AVERAGE AUDIENCE (Households (000) & %)					6,120 7.0	6.8*		7.2*	6,380 7.3	6.8*		6.3*		7.9*		8.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 6.8	13 *		13 *	13 7.2	12 *		11 *		14 *		15 *
W E K 3	TOTAL AUDIENCE (Households (000) & %)					13,980 16.0				16,690 19.1				13,630 15.6			
	NBC TV							A TEAM (R)(SD)				MIAMI VICE (R)		(1) (-OP)			NBC REPORT: KARACHI (10:42-11:00PM) (SUS)(OP)
	AVERAGE AUDIENCE (Households (000) & %)					9,790 11.2	10.8*		11.7*	12,500 14.3	14.1*		14.5*	10,930 12.5	12.8*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 10.6	21 *		22 *	26 13.7	26 *		26 *	22 13.1	23 *		
W E K 4	TOTAL AUDIENCE (Households (000) & %)					18,910 18.2											
	ABC TV												WINDS OF WAR-PART IV (R)(SD)(-OP)				
	AVERAGE AUDIENCE (Households (000) & %)					6,990 8.0	7.7*		7.4*		7.7*		8.2*		8.7*		8.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 8.2	15 *		14 *		14 *		15 *		16 *		17 *
W E K 5	TOTAL AUDIENCE (Households (000) & %)					12,760 14.6				19,400 22.2							
	CBS TV							TWILIGHT ZONE (R)(SUS-SD)					CBS FRIDAY NIGHT MOVIES DEATHTRAP (9:00-11:30PM) (SD)(-OP)				
	AVERAGE AUDIENCE (Households (000) & %)					8,650 9.9	9.5*		10.2*	8,220 9.4	9.6*		9.1*		9.1*		9.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 9.1	18 *	10.2	19 *	18 10.1	17 *	9.5	17 *		17 *	9.7	19 *
W E K 6	TOTAL AUDIENCE (Households (000) & %)					13,900 15.9		13,550 15.5		18,080 21.6				15,300 17.5			
	NBC TV							ALVIN GOES BACK TO SCHOOL	TAKING IT HOME (SD)			MIAMI VICE (R)(SD)			FAST COPY (R)		
	AVERAGE AUDIENCE (Households (000) & %)					11,710 13.4		11,190 12.8		14,330 16.4	15.7*		17.1*	10,140 11.6	12.6*		10.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 13.5		24 13.3		30 14.9	28 *		31 *	23 13.4	24 *		21 *

TV HOUSEHOLDS USING TV	WK. 1	49.0	49.1	48.6	50.1	51.0	52.3	53.6	55.1	54.5	55.3	55.8	56.3	57.2	56.4	55.2	54.0
(See Def. 1)	WK. 2	47.9	47.9	48.6	50.7	51.5	52.3	52.7	53.9	54.9	55.5	55.3	55.0	54.0	52.7	50.5	48.5

U.S. TV Households: 87,400,000

(1) NBC NEWS SPECIAL REPORT, COCAINE COUNTRY, NBC, (10:00-10:42PM)(S)

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEPT.6, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)						18,090 20.7											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						7,250 8.3	7.7*		8.5*		8.8*		8.0*		8.9*	8.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 7.6	16*	8.4	17*	8.5	8.8	8.7	8.2	7.8	8.8	9.1	9.1
E K 2	TOTAL AUDIENCE (Households (000) & %)						6,730 7.7	16,870 19.3										
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						5,770 6.6		7,520 8.6		6.5*		7.1*		10.0*		9.7*	9.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						13 6.1		16 7.1		12*		13*		18*		18*	9.9
W E K 1	TOTAL AUDIENCE (Households (000) & %)						14,770 16.9	17,310 19.8		20,450 23.4		14,860 17.0		16,520 18.9				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						12,590 14.4		15,120 17.3		17,920 20.5		11,800 13.5		13,020 14.9		14.3*	15.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 13.5		33 15.4		37 18.3		24 14.4		28 13.9		27*	15.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)						14,950 17.1											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						7,430 8.5	7.8*		8.8*		8.5*		8.4*		9.0*		8.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 7.7	16*	8.9	17*	8.5	15*	8.3	15*	9.1	16*	8.9	8.7
E K 2	TOTAL AUDIENCE (Households (000) & %)						7,600 8.7	10,400 11.9										
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						6,120 7.0		4,020 4.6		5.0*		4.2*		3.9*		5.0*	5.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						14 6.9		8 5.3		9*		8*		7*		9*	5.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)						15,210 17.4	18,090 20.7		25,080 28.7		26,570 30.4		31,290 35.8				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						12,500 14.3		16,170 18.5		22,640 25.9		23,860 27.3		20,100 23.0		23.4*	23.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 13.1		35 15.6		46 17.7		48 24.7		44 26.7		42*	23.5
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	43.1	45.5	45.7	46.5	48.3	50.1	51.5	52.9	54.6	55.8	55.4	55.4	54.6	53.1	52.1	50.7
		WK. 2	45.8	45.7	45.6	47.0	49.2	51.2	52.3	53.5	55.0	56.6	56.9	57.3	55.3	56.3	55.5	54.5

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. SEPT.13, 1986



TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE  
(Households (000) & %)

**ABC TV**

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

CFA COLLEGE FOOTBALL  
SPEC.  
FLORIDA STATE VS NEBRASKA  
(8:00-11:00PM)

2,620  
3.0  
ABC WEEKEND  
REPORT-SAT.

2,450  
2.8  
9  
2.5

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

**CBS TV**

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

**NBC TV**

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

8,040  
9.2

SATURDAY NIGHT  
(11:30-12:47AM)  
(SUSTAINING 12:47-1:00AM)

4,630  
5.3 6.1\* 5.1\* 4.1\*  
17 17\* 18\* 16\*  
6.7 5.5 5.1 4.2 3.4

TOTAL AUDIENCE  
(Households (000) & %)

**ABC TV**

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

1,840  
2.1  
ABC WEEKEND  
REPORT-SAT.

1,920  
2.2  
5  
2.2

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

**CBS TV**

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

**NBC TV**

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

22.0\* 23.3\*  
43\* 52\*  
22.2 21.8 23.6 22.9

7,340  
8.4

SATURDAY NIGHT  
(12:00-1:00AM)  
(SUSTAINING 1:00-2:00AM)

3,760  
4.3 5.3\* 4.3\* 3.2\*  
21 21\* 22\* 20\*  
5.8 4.8 4.2 4.4 3.5 2.9

TV HOUSEHOLDS USING TV	WK. 1	47.1	43.1	37.2	33.4	29.9	28.2	25.6	23.0	20.3	18.6	16.5	15.0	12.7	11.3	10.5	9.4
(See Def. 1)	WK. 2	52.0	50.0	48.6	43.4	34.7	30.8	26.0	23.7	21.0	19.0	16.7	14.4	12.9	11.3	10.1	8.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. SEPT.13, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{ 13,460 15.4		{ 16,870 19.9												
ABC TV		DISNEY SUNDAY MOVIE MINNIE THE POON AND FRIENDS(R)				WINDS OF WAR-PART I (R)(SD)										
AVERAGE AUDIENCE (Households (000) & %)		{ 8,220 9.4		{ 7,520 8.6												
SHARE OF AUDIENCE %		{ 17		{ 14												
AVG. AUD. BY ¼ HR.		{ 7.7		{ 9.3												
TOTAL AUDIENCE (Households (000) & %)		{ 21,500 24.6		{ 24,910 28.5		{ 25,610 29.3										
CBS TV		60 MINUTES				MURDER, SHE WROTE (R)(SD)				CBS SUNDAY NIGHT MOVIE SECRETS OF A MOTHER AND DAUGHTER(R) (SD)						
AVERAGE AUDIENCE (Households (000) & %)		{ 15,380 17.6		{ 20,450 23.4		{ 16,340 18.7		{ 18.2* 31		{ 18.1* 29 *		{ 18.8* 31 *		{ 19.5* 35 *		
SHARE OF AUDIENCE %		{ 32		{ 38		{ 31		{ 29 *		{ 29 *		{ 31 *		{ 35 *		
AVG. AUD. BY ¼ HR.		{ 13.2		{ 22.2		{ 18.4		{ 18.1		{ 18.0		{ 18.2		{ 19.5		
TOTAL AUDIENCE (Households (000) & %)		{ 6,120 7.0		{ 9,530 10.9		{ 13,980 16.0		{ 21,780 24.9								
NBC TV		SILVER SPOONS(S) (7:12-7:30PM) (R)(OP)		PUNKY BREWSTER (R)		DISNEY'S DTV ROMANCIN' (R)(SD)				NBC SUNDAY NIGHT MOVIE POPEYE DOYLE						
AVERAGE AUDIENCE (Households (000) & %)		{ 5,240 6.0		{ 7,600 8.7		{ 9,880 11.3		{ 13,810 15.8		{ 14.9* 26		{ 15.8* 25 *		{ 16.7* 27 *		
SHARE OF AUDIENCE %		{ 11		{ 15		{ 18		{ 26		{ 24 *		{ 25 *		{ 28 *		
AVG. AUD. BY ¼ HR.		{ 9.8		{ 8.6		{ 10.2		{ 14.6		{ 15.3		{ 16.0		{ 16.8		
TOTAL AUDIENCE (Households (000) & %)		{ 11,190 12.8		{ 18,190 20.8		{ 18,190 20.8		{ 21,780 24.9								
ABC TV		DISNEY SUNDAY MOVIE MR. BOOGEY (R)				(1) (SUS)(-OP)				WINDS OF WAR-PART VI (8:25-11:05PM) (OP)(R)(SD)						
AVERAGE AUDIENCE (Households (000) & %)		{ 7,340 8.4		{ 9,440 10.8		{ 9,440 10.8		{ 8.8* 14 *		{ 10.0* 15 *		{ 10.8* 17 *		{ 12.1* 19 *		
SHARE OF AUDIENCE %		{ 15		{ 16 *		{ 18		{ 14 *		{ 15 *		{ 17 *		{ 21 *		
AVG. AUD. BY ¼ HR.		{ 7.1		{ 10.0		{ 9.4		{ 8.7		{ 9.9		{ 10.0		{ 11.0		
TOTAL AUDIENCE (Households (000) & %)		{ 22,290 25.5		{ 28,410 32.5		{ 28,410 32.5		{ 21,780 24.9								
CBS TV		60 MINUTES				(2) (SUS)(-OP)				CHRYSLER SHOWCASE THE LAST DAYS OF PATTON (8:22-11:22PM) (OP)(SD)						
AVERAGE AUDIENCE (Households (000) & %)		{ 16,870 19.3		{ 17,040 19.5		{ 17,040 19.5		{ 18.4* 29 *		{ 19.2* 29 *		{ 20.2* 31 *		{ 21.0* 34 *		
SHARE OF AUDIENCE %		{ 35		{ 34 *		{ 32		{ 29 *		{ 29 *		{ 31 *		{ 36 *		
AVG. AUD. BY ¼ HR.		{ 18.3		{ 19.1		{ 16.7		{ 18.2		{ 18.7		{ 19.7		{ 20.0		
TOTAL AUDIENCE (Households (000) & %)		{ 18,530 21.2		{ 23,950 27.4		{ 23,950 27.4		{ 16,520 18.9								
NBC TV		OUR HOUSE				(3) (SUS)(-OP)				NBC SUNDAY NIGHT MOVIE DUMBO(R) (8:23-10:23PM) (OP)(-OP)(SD)						
AVERAGE AUDIENCE (Households (000) & %)		{ 12,760 14.6		{ 13,900 15.9		{ 13,900 15.9		{ 15.8* 25 *		{ 17.1* 26 *		{ 15.9* 24 *		{ 12.0 22		
SHARE OF AUDIENCE %		{ 26		{ 28 *		{ 25		{ 16.3		{ 17.2		{ 16.1		{ 15.7		
AVG. AUD. BY ¼ HR.		{ 12.8		{ 14.0		{ 14.0		{ 15.3		{ 16.0		{ 16.1		{ 15.4		
TOTAL AUDIENCE (Households (000) & %)		{ 16,520 18.9		{ 16,520 18.9		{ 16,520 18.9		{ 16,520 18.9								
TV BLOOPERS-JOKES (10:23-11:23PM)(OP) (R)(SD)																
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	52.4	54.3	55.9	57.3	58.2	60.3	62.5	63.8	63.4	62.9	62.2	62.1	61.6	60.5
		WK. 2	52.9	54.9	56.4	57.9	60.5	62.4	63.3	64.4	65.0	65.3	65.3	63.8	62.1	59.9

U.S. TV Households: 87,400,000

(1) PRES. AND MRS. REAGAN-ABC, (8:00-8:25PM)

(2) PRESIDENT &amp; MRS. REAGAN-CBS, CBS, (8:00-8:22PM)

For explanation of symbols, See page A.

A-17 (3) REAGAN ADDRESS DRUGS, NBC, (8:00-8:23PM)

EVE.SUN. SEPT.14, 1986



TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	TOTAL AUDIENCE (Households (000) & %)	{ 2,360 2.7 ABC WEEKEND REPORT-SUN.															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,360 2.7															
	SHARE OF AUDIENCE %	{ 8															
E	AVG. AUD. BY ¼ HR. %	{ 2.7															
	TOTAL AUDIENCE (Households (000) & %)	{ 4,110 4.7 CBS SUNDAY NEWS-OSGOOD															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,020 4.6															
K	SHARE OF AUDIENCE %	{ 10															
	AVG. AUD. BY ¼ HR. %	{ 4.6															
1	TOTAL AUDIENCE (Households (000) & %)	{ 1,750 2.0 G. MICHAELS SPORTS MACHINE (11:30-11:45PM) (SUSTAINING 11:45-12:00AM)															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,750 2.0															
	SHARE OF AUDIENCE %	{ 7															
W	AVG. AUD. BY ¼ HR. %	{ 2.0															
	TOTAL AUDIENCE (Households (000) & %)	{ 1,840 2.1 WINDS OF WAR- PART VI (R) ABC WEEKEND REPORT-SUN. (11:50-12:11AM)															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,840 2.1															
E	SHARE OF AUDIENCE %	{ 9															
	AVG. AUD. BY ¼ HR. %	{ 2.1															
	TOTAL AUDIENCE (Households (000) & %)	{ 3,850 4.4 (I) CBS SUNDAY NEWS-OSGOOD (11:22-11:37PM) (OP)															
	CBS TV																
K	AVERAGE AUDIENCE (Households (000) & %)	{ 3,500 4.0															
	SHARE OF AUDIENCE %	{ 13															
	AVG. AUD. BY ¼ HR. %	{ 4.2															
	TOTAL AUDIENCE (Households (000) & %)	{ 1,400 1.6 TV BLOOPERS- JOKES (10:23-11:23PM) (R) G. MICHAELS SPORTS MACHINE (11:33-12:00AM)															
2	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,310 1.5															
	SHARE OF AUDIENCE %	{ 7															
	AVG. AUD. BY ¼ HR. %	{ 1.6															
TV HOUSEHOLDS USING TV		WK. 1	48.0	42.6	34.0	29.7	24.9	21.8	18.8	16.5	14.3	12.3	10.0	8.9	7.2	6.7	6.3
(See Def. 1)		WK. 2	50.7	42.8	36.8	30.9	25.0	22.5	19.7	16.7	13.7	11.7	10.3	8.6	7.3	6.8	6.2
																	5.8

U.S. TV Households: 87,400,000

(1) CHRYSLER SHOWCASE, THE LAST DAYS OF PATTON, CBS, (8:22-11:22PM)(S)

For explanation of symbols, See page A.

EVE.SUN. SEPT.14, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.1-5, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			4,980 5.7				4,980 5.7										
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (TU-F)(OP)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (TU-F)(OP)										
	AVERAGE AUDIENCE (Households (000) & %)			3,760 4.3				3,930 4.5										
	SHARE OF AUDIENCE %			23				22										
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			3,230 3.7				3,150 3.6				4,370 5.0		3,670 4.2				
	CBS TV			CBS MORNING NEWS 1 (TU-F)(OP)				CBS MORNING NEWS 2 (TU-F)(OP)				\$25,000 PYRAMID		NEW CARD SHARKS (TU-F)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)			2,530 2.9				2,450 2.8				3,580 4.1		3,150 3.6				
	SHARE OF AUDIENCE %			15				14				17		17				
WEEK 3	TOTAL AUDIENCE (Households (000) & %)			5,420 6.2				5,160 5.9				4,280 4.9		4,630 5.3				
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (TU-F)(S)(OP)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (TU-F)(S)(OP)				FAMILY TIES M-F (TU-F)(S)(OP)		SALE OF THE CENTURY (TU-F)(S)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)			4,200 4.8				4,200 4.8				3,500 4.0		3,930 4.5				
	SHARE OF AUDIENCE %			4.7		4.8		4.9		4.8		18		21		4.6		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			5,340 6.0				4,890 5.6										
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)										
	AVERAGE AUDIENCE (Households (000) & %)			3,930 4.5				4,020 4.6										
	SHARE OF AUDIENCE %			22				22										
WEEK 5	TOTAL AUDIENCE (Households (000) & %)			3,230 3.7				2,970 3.4				3,760 4.3		3,500 4.0				
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		NEW CARD SHARKS				
	AVERAGE AUDIENCE (Households (000) & %)			2,530 2.9				2,270 2.6				3,150 3.6		3,060 3.5				
	SHARE OF AUDIENCE %			15				13				17		16				
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			5,590 6.4				5,160 5.9				3,670 4.2		4,200 4.8				
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				FAMILY TIES M-F		SALE OF THE CENTURY				
	AVERAGE AUDIENCE (Households (000) & %)			4,200 4.8				4,370 5.0				3,060 3.5		3,500 4.0				
	SHARE OF AUDIENCE %			24				24				17		19				
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	11.3	13.3	15.0	16.4	18.2	19.7	20.5	21.3	21.9	22.9	23.4	23.6	23.1	23.4	23.3	23.9
		WK. 2	12.8	15.6	17.5	18.4	19.8	20.5	20.4	20.4	20.7	21.2	21.4	21.2	20.8	21.1	21.3	21.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT.8-12, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 1-5, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,360 2.7	2,010 2.3	2,800 3.2	4,200 4.8	7,870 9.0	8,300 9.5											
	ABC TV		LIFESTYLES-RICH & FAM-B-F	DOUBLE TALK	RYAN'S HOPE (TU-F)(XOP)	LOVING >	ALL MY CHILDREN (TU-F)(XOP)	ONE LIFE TO LIVE (TU-F)(XOP)(SD)											
	AVERAGE AUDIENCE (Households (000) & %)	{	1,920 2.2	1,570 1.8	2,270 2.6	3,580 4.1	6,120 7.0	6,210 7.1											
	SHARE OF AUDIENCE %	{	9	7	11	15	25	26											
W E K 2	AVG. AUD. BY ¼ HR.	%	2.2	2.2	1.8	1.9	2.6	2.7	3.7	4.3	6.2	7.0	7.4	7.4	7.0	6.9	7.2	7.4	
	TOTAL AUDIENCE (Households (000) & %)	{	6,210 7.1	7,340 8.4	9,090 10.4	7,690 8.8	4,890 5.6												
	CBS TV		PRICE IS RIGHT 1 (TU-F)(S)(XOP)	PRICE IS RIGHT 2 (TU-TH)(S)(XOP)(SD)	YOUNG AND THE RESTLESS (TU-TH)(S)(XOP)	AS THE WORLD TURNS (TU-TH)(S)(XOP) (SUS-OP)	CAPITOL (TU-TH)(S)(XOP)												
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.1	6,470 7.4	6,900 7.9	7.9*	6,210 7.1	7.1*	7.0*	5.0									
W E K 3	SHARE OF AUDIENCE %	{	28	33	30	31 *	30 *	25	24 *	25 *	18								
	AVG. AUD. BY ¼ HR.	%	5.8	6.4	7.2	7.6	7.7	8.1	8.0	7.9	7.2	7.0	7.0	5.1	4.9				
	TOTAL AUDIENCE (Households (000) & %)	{	6,900 7.9	5,420 6.2	3,930 4.5	2,880 3.3	8,130 9.3	5,940 6.8											
	NBC TV		WHEEL OF FORTUNE (TU-F)(S)(XOP)	SCRABBLE (TU-F)(XOP)	SUPER PASSWORD (TU-F)(S)(XOP)	SEARCH FOR TOMORROW (TU-F)(XOP)	DAYS OF OUR LIVES (TU-F)(S)(XOP)	ANOTHER WORLD (TU-F)(XOP)(S)(SD)											
W E K 4	AVERAGE AUDIENCE (Households (000) & %)	{	5,770 6.6	4,460 5.1	3,320 3.8	2,360 2.7	6,030 6.9	4,540 5.2	5.2*	5.2*	5.2*								
	SHARE OF AUDIENCE %	{	30	23	15	11	25	26 *	23 *	19 *	19 *	19 *							
	AVG. AUD. BY ¼ HR.	%	6.3	6.8	5.1	5.2	3.6	3.9	2.7	2.7	6.8	7.4	7.4	6.1	5.5	5.2	5.2		
	TOTAL AUDIENCE (Households (000) & %)	{	5,480 2.8	5,010 2.3	3,080 3.5	4,110 4.7	8,040 9.2	9,480 9.7											
W E K 5	ABC TV		FAME, FORTUNE AND ROMANCE	DOUBLE TALK	RYAN'S HOPE	LOVING >(SUS-OP)	ALL MY CHILDREN >(SUS-OP)	ONE LIFE TO LIVE (SD)											
	AVERAGE AUDIENCE (Households (000) & %)	{	2,010 2.3	1,660 1.9	2,530 2.9	3,500 4.0	6,210 7.1	6,560 7.5	7.3*	7.3*	7.7*								
	SHARE OF AUDIENCE %	{	11	9	12	16	25	24 *	26 *	27 *	29 *								
	AVG. AUD. BY ¼ HR.	%	2.4	2.3	1.9	1.9	2.8	2.9	3.9	4.1	6.5	6.9	7.3	7.5	7.3	7.6	7.8		
W E K 6	TOTAL AUDIENCE (Households (000) & %)	{	5,680 6.5	7,170 8.2	8,480 9.7	7,170 8.2	4,810 5.5												
	CBS TV		PRICE IS RIGHT 1 >(OP)	PRICE IS RIGHT 2 (SD)	YOUNG AND THE RESTLESS >(OP)(SUS-OP)	AS THE WORLD TURNS >(OP)(SUS-OP)	CAPITOL												
	AVERAGE AUDIENCE (Households (000) & %)	{	5,070 5.8	6,120 7.0	6,560 7.5	7.3*	5,860 6.7	6.6*	6.7*	5.0									
	SHARE OF AUDIENCE %	{	27	32	30	30 *	30 *	24	23 *	19	24 *	19	19 *	19 *	19 *	19 *	19 *		
W E K 7	AVG. AUD. BY ¼ HR.	%	5.5	5.9	6.7	7.2	7.2	7.3	6.7	6.6	6.7	6.7	5.1	5.0					
	TOTAL AUDIENCE (Households (000) & %)	{	5,770 6.6	4,200 4.8	3,230 3.7	2,360 2.7	7,170 8.2	5,770 6.6											
	NBC TV		WHEEL OF FORTUNE >(OP)	SCRABBLE	SUPER PASSWORD	SEARCH FOR TOMORROW >	DAYS OF OUR LIVES >(OP)	ANOTHER WORLD (SD)											
	AVERAGE AUDIENCE (Households (000) & %)	{	5,070 5.8	3,780 4.3	2,800 3.2	2,010 2.3	5,860 6.7	4,460 5.1	5.2*	5.1*	5.1*								
W E K 8	SHARE OF AUDIENCE %	{	27	20	13	9	24	23 *	25 *	19	19 *	19 *	19 *	19 *	19 *	19 *	19 *		
	AVG. AUD. BY ¼ HR.	%	5.8	5.8	4.2	4.4	3.2	3.3	2.3	2.3	6.5	6.2	6.9	7.1	5.2	5.1	5.0		
	TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	24.3	24.9	25.2	25.8	27.0	27.8	27.7	28.2	28.4	29.0	29.4	29.6	28.6	29.3	28.7	29.2
			WK. 2	21.4	22.0	22.3	23.1	24.8	25.3	25.5	26.1	27.2	27.9	27.6	27.6	27.5	27.8	27.0	27.5
U.S. TV Households: 87,400,000																			

DAY MON.-FRI. SEPT. 8-12, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	8,300 9.5															10,310 11.8
	ABC TV		GENERAL HOSPITAL (TU-F)(OP)										(SUS-OP)					ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{	6,730 7.7															8,910 10.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27 7.5	27* 7.7			26* 7.8										20 10.3	10.1
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	6,730 7.7				1,750 2.0											10,840 12.4
	CBS TV		GUIDING LIGHT (TU-TH)(SUS-60) (S)(OP)(ED)										PRESS YOUR LUCK (TU-TH) (S)(OP)					CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{	5,160 5.9	5.8*			1,310 1.5											9,260 10.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 5.7	20* 5.8			5 1.5										21 10.4	10.8
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{	5,420 6.2															10,750 12.3
	NBC TV		SANTA BARBARA (TU-F)(S)(OP)															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{	3,760 4.3	4.3*			4.3*											9,260 10.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 4.2	15* 4.3			15* 4.3										21 10.5	10.6
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{	7,170 8.2															10,750 12.3
	ABC TV		GENERAL HOSPITAL															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{	7,170 8.2	8.0*			8.4*											9,090 10.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	29 7.9	28* 8.0			29* 8.3										21 10.2	10.5
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{	6,640 7.6				1,220 1.4											10,750 12.3
	CBS TV		GUIDING LIGHT (SUS-60)(ED)										PRESS YOUR LUCK					CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{	5,240 6.0	5.9*			1,050 1.2											9,180 10.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 5.9	21* 6.0			4 1.2										21 10.3	10.6
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{	5,070 5.8															10,660 12.2
	NBC TV		SANTA BARBARA															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{	3,850 4.4	4.1*			4.6*											9,090 10.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 4.2	15* 4.0			16* 4.4										21 10.3	10.6
TV HOUSEHOLDS USING TV			WK. 1	29.7	30.4	30.8	31.9	31.7	33.2	34.2	36.0	37.6	39.8	41.6	43.7	46.3	48.0	49.0
(See Def. 1)			WK. 2	28.4	29.3	30.1	30.8	30.2	32.4	33.7	35.0	36.4	38.3	40.1	42.3	44.9	47.2	48.9
U.S. TV Households:				87,400,000														50.4

For explanation of symbols, See page A.



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 6, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		{		2,530 2.9		2,620 3.0		4,460 5.1		5,860 6.7		4,810 5.5		4,720 5.4	
ABC TV		{		PINK PANTHER AND SONS (SD)		LITTLES		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		LAFF-A-LYMPICS		ERWINS	
AVERAGE AUDIENCE (Households (000) & %)		{		1,750 2.0		2,100 2.4		3,580 4.1		4,720 5.4		3,760 4.3		3,670 4.2	
SHARE OF AUDIENCE %		{		15		13		18		22		17		16	
AVG. AUD. BY ¼ HR. %		{		1.7		2.3		2.1		2.6		3.5		4.6	
TOTAL AUDIENCE (Households (000) & %)		{		2,530 2.9		4,110 4.7		5,330 6.1		5,940 6.8		5,940 6.8		5,940 6.8	
CBS TV		{		WUZZLES (SUS-OP)		BERNSTAIN BEARS (SUS-SD)		MUPPET BABIES/MONSTERS(B)		ROCK N WRESTLING(B)		ROCK N WRESTLING(B)		ROCK N WRESTLING(B)	
AVERAGE AUDIENCE (Households (000) & %)		{		2,010 2.3		3,500 4.0		4,020 4.6		4.4*		4.8*		4.1	
SHARE OF AUDIENCE %		{		17		22		19		20 *		19 *		16	
AVG. AUD. BY ¼ HR. %		{		1.9		2.6		3.6		4.4		4.9		4.7	
TOTAL AUDIENCE (Households (000) & %)		{		2,970 3.4		3,670 4.2		5,070 5.8		6,380 7.3		7,250 8.3		8,210 7.1	
NBC TV		{		SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
AVERAGE AUDIENCE (Households (000) & %)		{		2,190 2.5		3,150 3.6		4,200 4.8		5,240 6.0		5,770 6.6		5,240 6.0	
SHARE OF AUDIENCE %		{		19		19		21		24		25		22	
AVG. AUD. BY ¼ HR. %		{		2.0		3.0		3.3		3.9		4.6		6.1	
TOTAL AUDIENCE (Households (000) & %)		{		2,190 2.5		3,150 3.6		4,200 4.8		5,240 6.0		5,770 6.6		5,240 6.0	
ABC TV		{		WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES	
AVERAGE AUDIENCE (Households (000) & %)		{		1,570 1.8		2,710 3.1		4,110 4.7		4,540 5.2		4,890 5.6		4,110 4.7	
SHARE OF AUDIENCE %		{		12		16		22		21		21		17	
AVG. AUD. BY ¼ HR. %		{		1.5		2.1		2.7		3.5		4.7		4.8	
TOTAL AUDIENCE (Households (000) & %)		{		2,710 3.1		2,800 3.2		5,160 5.9		5,160 5.9		3,850 4.4		5,510 6.3	
CBS TV		{		BERNSTAIN BEARS (SUS-SD)		WILDFIRE (SUS-SD)		MUPPET BABIES		GALAXY HIGH SCHOOL		TEEN WOLF		TEEN WOLF	
AVERAGE AUDIENCE (Households (000) & %)		{		2,010 2.3		2,450 2.8		3,500 4.0		3.8*		4.4*		3,230 3.7	
SHARE OF AUDIENCE %		{		15		15		17		17 *		18 *		14	
AVG. AUD. BY ¼ HR. %		{		2.1		2.5		2.8		2.8		3.4		3.8	
TOTAL AUDIENCE (Households (000) & %)		{		4,810 5.5		5,770 6.6		5,420 6.2		6,730 7.7		7,780 8.9		6,900 7.9	
NBC TV		{		KISSYFUR (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
AVERAGE AUDIENCE (Households (000) & %)		{		3,760 4.3		4,630 5.3		4,630 5.3		5,680 6.5		6,470 7.4		5,940 6.8	
SHARE OF AUDIENCE %		{		29		27		24		27		28		25	
AVG. AUD. BY ¼ HR. %		{		3.9		4.8		4.9		5.6		5.1		5.5	
TV HOUSEHOLDS USING TV WK. 1		{		7.1		8.3		9.9		11.4		13.5		16.0	
(See Def. 1) WK. 2		{		8.3		9.8		11.9		13.6		15.7		17.6	
U.S. TV Households: 87,400,000		{		13.5		16.0		17.6		20.1		21.9		24.2	
		{		21.9		22.1		23.5		25.7		25.9		26.3	
		{		26.3		26.3		26.8		27.2		26.1		26.7	
		{		26.7		26.7		27.1		27.1		27.1		27.1	

For explanation of symbols, See page A.

DAY SAT. SEPT. 13, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 6, 1986

NATIONAL TV SCHEDULE																				
TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,280 4.9		{ 3,760 4.3		{ 3,760 4.3		{ 4,200 4.8												
	ABC TV	DROIDS: ADVENTURES		SUPERPOWERS TEAM (60)		ABC WEEKEND SPECIALS LITTLE LULU		← AMERICAN BANDSTAND →												
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,320 3.8		{ 2,970 3.4		{ 2,970 3.4		{ 2,270 2.6		{ 2.4*		{ 2.9*								
	SHARE OF AUDIENCE %	{ 14		{ 12		{ 13		{ 9		{ 9*		{ 10*								
	AVG. AUD. BY ¼ HR.	{ 4.0		{ 3.6		{ 3.6		{ 3.3		{ 3.5		{ 2.2		{ 2.5		{ 2.9		{ 3.0		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 12,060 13.8																		
	CBS TV	US OPEN TENNIS-SAT-1 MEN'S SEMI-FINALS (11:00-1:00PM)																		
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,320 3.8		{ 2.9*		{ 2.9*		{ 3.4*		{ 3.7*		{ 3.8*		{ 4.2*		{ 3.8*		{ 4.0*		
	SHARE OF AUDIENCE %	{ 13		{ 11*		{ 11*		{ 13*		{ 13*		{ 14*		{ 15*		{ 13*		{ 13*		
	AVG. AUD. BY ¼ HR.	{ 3.2		{ 2.6		{ 2.8		{ 3.0		{ 3.7		{ 3.7		{ 3.8		{ 3.7		{ 4.0		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,950 9.1		{ 6,290 7.2		{ 3,580 4.1		{ 2,970 3.4								{ 3,580 4.1		{ 11,800 13.5		
	NBC TV	ALVIN AND THE CHIPMUNKS (60)		KIDD VIDEO (60)		MR. T		SPIDERMAN AND FRIENDS								(1) NBC MAJOR LEAGUE BASEBALL SAN DIEGO VS N.Y. METS ST. LOUIS VS HOUSTON (MULTI-SEGMENT TELECAST)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,730 7.7		{ 5,160 5.9		{ 2,970 3.4		{ 2,450 2.8								{ 3,230 3.7		{ 4,810 5.5		
	SHARE OF AUDIENCE %	{ 28		{ 22		{ 13		{ 10								{ 12		{ 18		
	AVG. AUD. BY ¼ HR.	{ 7.2		{ 6.2		{ 5.7		{ 5.3		{ 5.0								{ 5.0		{ 5.0*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,850 4.4		{ 4,450 5.1		{ 3,650 4.4		{ 3,410 3.9								{ 3,150 3.8				
	ABC TV	BUGS BUNNY & TWEETY SHOW		ALL NEW EWOKS		ABC WEEKEND SPECIALS CAP'T N. READMORE- JEKYLL & HYDE		LITTLES								AMERICAN BANDSTAND				
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,410 3.9		{ 3,670 4.2		{ 3,060 3.5		{ 2,800 3.2								{ 2,360 2.7				
	SHARE OF AUDIENCE %	{ 14		{ 15		{ 13		{ 11								{ 9				
	AVG. AUD. BY ¼ HR.	{ 3.8		{ 4.0		{ 3.5		{ 3.6		{ 3.2		{ 3.2		{ 2.7		{ 2.7				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,540 5.2		{ 3,150 3.6		{ 2,450 2.8		{ 2,620 3.0								{ 3,230 3.7		{ 11,360 13.0		
	CBS TV	PEE WEE'S PLAYHOUSE		PUPPY'S GREAT ADVENTURES (60)		ROCK N WRESTLING-1 (60)		ROCK N WRESTLING-2								(2) CBS SPORTS SPECIAL-SAT. MERCEDES-BENZ		(2) (60)		
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,580 4.1		{ 2,450 2.8		{ 1,920 2.2		{ 2,100 2.4								{ 2,270 2.6		{ 3,580 4.1		
	SHARE OF AUDIENCE %	{ 15		{ 10		{ 8		{ 9								{ 9		{ 13		
	AVG. AUD. BY ¼ HR.	{ 4.3		{ 3.9		{ 2.9		{ 2.7		{ 2.1		{ 2.2		{ 2.5		{ 2.3		{ 2.8		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,600 8.7		{ 6,210 7.1		{ 4,720 5.4		{ 3,320 3.8								{ 6,120 7.0				
	NBC TV	ALVIN AND THE CHIPMUNKS (60)		LAZER TAG ACADEMY		KIDD VIDEO SPECIAL (60)		KIDD VIDEO								← IAAF GRAND PRIX →				
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,380 7.3		{ 5,420 6.2		{ 4,370 5.0		{ 2,800 3.2								{ 2,010 2.3		{ 2.1*		
	SHARE OF AUDIENCE %	{ 26		{ 23		{ 18		{ 11								{ 8		{ 7*		
	AVG. AUD. BY ¼ HR.	{ 7.1		{ 7.5		{ 6.5		{ 6.0		{ 4.9		{ 5.0		{ 3.5		{ 2.9		{ 2.2		
TV HOUSEHOLDS USING TV		WK. 1	27.6	28.2	27.3	27.8	27.7	27.7	28.1	28.6	29.0	29.3	29.0	29.3	30.0	30.8	31.7	32.6		
(See Def. 1)		WK. 2	27.1	27.3	27.1	27.7	27.8	27.4	27.6	28.6	29.6	29.6	30.7	30.6	30.6	30.1	30.2	30.2		

U.S. TV Households: 87,400,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:18PM)

A-29 (2) CBS COLLEGE FOOTBALL GAME, OHIO STATE VS WASHINGTON, CBS, (2:37-5:40PM)

For explanation of symbols, See page A.

DAY SAT. SEPT. 13, 1986



TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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TOTAL AUDIENCE (Households (000) & %)		4,460	16,080													5,940
		5.1	18.4													6.8
<b>ABC TV</b>		(1) (-OP)														
AVERAGE AUDIENCE (Households (000) & %)		3,580	6,470													5,070
SHARE OF AUDIENCE %		4.1	7.4													5.8
AVG. AUD. BY ¼ HR. %		13	21													15
		3.9	5.4	6.6	7.3	7.2	7.5	7.4	7.2	7.1	8.0	8.9	8.9	7.3	7.1	6.2

CFA COLLEGE FOOTBALL GAME

UCLA VS OKLAHOMA  
(3:25-6:37PM)  
(OP)(-OP)CFA COLLEGE  
FOOTBALL POST  
(6:37-7:00PM)(OP)

TOTAL AUDIENCE (Households (000) & %)						12,940										
						14.8										
<b>CBS TV</b>																
AVERAGE AUDIENCE (Households (000) & %)						4,110										
SHARE OF AUDIENCE %						4.1*										4.5*
AVG. AUD. BY ¼ HR. %						13										11*
		4.0	4.2	4.7	5.3	5.7	4.2	3.5	4.2	4.1	4.2	3.6	4.0	4.7	4.5	4.5

US OPEN TENNIS-SAT-1  
MEN'S SEMI-FINALS  
(11:00-4:00PM)US OPEN TENNIS-SAT-2  
MEN'S SEMI-FINALS  
(4:00-8:00PM)

TOTAL AUDIENCE (Households (000) & %)																10,750
																12.3
<b>NBC TV</b>																
AVERAGE AUDIENCE (Households (000) & %)																9,180
SHARE OF AUDIENCE %																10.5
AVG. AUD. BY ¼ HR. %																28
		5.0	5.2*	5.4*	5.5	5.5	5.1	6.1	6.0	7.0	6.2				10.3	10.6

NBC MAJOR LEAGUE BASEBALL  
SAN DIEGO VS N.Y. METS  
ST. LOUIS VS HOUSTON  
(MULTI-SEGMENT TELECAST)NBC NIGHTLY NEWS-  
SAT.

TOTAL AUDIENCE (Households (000) & %)		4,340	13,320													
		5.2	22.1													
<b>ABC TV</b>		(2) (-OP)														
AVERAGE AUDIENCE (Households (000) & %)		3,500	8,040													
SHARE OF AUDIENCE %		4.0	9.2													
AVG. AUD. BY ¼ HR. %		13	26													
		3.9	5.3	6.7	7.6	8.3	8.5	8.6	8.0	6.7	8.4	10.3	11.3	12.1	12.9	10.5

CFA COLLEGE FOOTBALL GAME  
MICHIGAN VS NOTRE DAME(SD)  
(3:26-6:50PM)(OP)

TOTAL AUDIENCE (Households (000) & %)																7,780
																8.9
<b>CBS TV</b>																
AVERAGE AUDIENCE (Households (000) & %)																6,120
SHARE OF AUDIENCE %																7.0
AVG. AUD. BY ¼ HR. %																15
		4.9	5.7	4.7	3.6	3.7	3.6	3.4	3.6	4.3	3.1	2.2	3.0		6.8	7.2

CBS COLLEGE FOOTBALL GAME  
OHIO STATE VS WASHINGTON  
(2:37-5:40PM)(-OP)(3)  
(OP)CBS SAT. NEWS-  
SCHIEFFER

TOTAL AUDIENCE (Households (000) & %)		3,580	11,970													6,290
		4.1	13.7													7.2
<b>NBC TV</b>		(4) (-OP)														
AVERAGE AUDIENCE (Households (000) & %)		3,320	4,370													5,330
SHARE OF AUDIENCE %		3.8	5.0													6.1
AVG. AUD. BY ¼ HR. %		13	14													13
		3.9	3.3	3.9	4.5	4.9	4.9	4.9	5.2	5.3	5.8	5.7	5.4	5.4	5.2	5.6

NBC MAJOR LEAGUE BASEBALL  
BOSTON VS N.Y. YANKEES  
CINCINNATI VS LOS ANGELES  
(MULTI-SEGMENT TELECAST)(OP)NBC NIGHTLY NEWS-  
SAT.

TV HOUSEHOLDS USING TV	WK. 1	32.4	33.4	33.9	34.5	35.2	34.7	34.2	35.0	36.0	36.9	36.5	37.7	39.2	40.0	41.6
(See Def. 1)	WK. 2	30.8	31.6	32.5	32.8	32.9	33.1	33.1	34.0	35.4	37.1	39.2	40.8	42.7	44.4	45.9

U.S. TV Households: 87,400,000

(1) CFA COLLEGE FOOTBALL-PRE, ABC, (3:00-3:25PM)

(2) CFA COLLEGE FOOTBALL-PRE, ABC, (3:00-3:26PM)

A-31 (3) CBS COLLEGE FOOTBALL POST, CBS, (5:40-6:00PM)

(4) NBC MAJOR LEAGUE PRE GAME, NBC, (3:00-3:17PM)

For explanation of symbols, See page A.

DAY SAT. SEPT. 13, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %)

**ABC TV**

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

**CBS TV**

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

**NBC TV**

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

**ABC TV**

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

**CBS TV**

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

**NBC TV**

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK. 1	WK. 2	5.9	7.0	8.3	10.1	12.7	14.4	15.9	16.9	18.6	21.6	23.1	24.5	25.4	26.3	26.6	27.2
(See Def. 1)		5.7	6.4	7.2	9.1	11.8	14.2	15.8	18.4	21.0	22.8	24.0	26.3	27.1	26.8	26.2	26.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.



TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			4,540 5.2														
	← THIS WEEK-DAVID BRINKLEY →																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			2,880 3.3		3.3*				3.2*								
WEEK 2	SHARE OF AUDIENCE %			11		12 *				11 *								
	AVG. AUD. BY ¼ HR. %			3.4		3.3		3.2		3.3								
	TOTAL AUDIENCE (Households (000) & %)							6,730 7.7		20,890 23.9								
	CBS TV							CBS NFL TODAY										
WEEK 3	AVERAGE AUDIENCE (Households (000) & %)							5,240 6.0		8,390 9.6		8.2*		9.6*		10.2*		
	SHARE OF AUDIENCE %							20		25		25 *		26 *		27 *		
	AVG. AUD. BY ¼ HR. %							5.4		6.6		8.0		8.4		9.3		
	TOTAL AUDIENCE (Households (000) & %)					2,100 2.4		5,070 5.8		21,330 24.4								
WEEK 4	NBC TV							MEET THE PRESS		NFL '86-NBC								
	AVERAGE AUDIENCE (Households (000) & %)							1,570 1.8		3,760 4.3		9,090 10.4				10.0*		
	SHARE OF AUDIENCE %							7		14		27		24 *		25 *		
	AVG. AUD. BY ¼ HR. %							1.8		3.8		7.2		8.8		9.1		
WEEK 5	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			2,800 3.2		2.9*				3.6*								
	SHARE OF AUDIENCE %			11		10 *				12 *								
	AVG. AUD. BY ¼ HR. %			2.8		3.1		3.4		3.7								
WEEK 6	TOTAL AUDIENCE (Households (000) & %)							7,430 8.5		26,920 30.6								
	CBS TV							CBS NFL TODAY										
	AVERAGE AUDIENCE (Households (000) & %)							5,940 6.8		13,200 15.1		11.7*		14.5*		16.1*		
	SHARE OF AUDIENCE %							23		40		35 *		41 *		43 *		
WEEK 7	AVG. AUD. BY ¼ HR. %							6.5		7.2		10.7		12.7		14.2		
	TOTAL AUDIENCE (Households (000) & %)					2,270 2.6		4,720 5.4		22,020 25.2								
	NBC TV							MEET THE PRESS		NFL '86-NBC								
	AVERAGE AUDIENCE (Households (000) & %)							1,750 2.0		3,320 3.8		9,530 10.9		7.5*		10.3*		
WEEK 8	SHARE OF AUDIENCE %							7		13		29		23 *		29 *		
	AVG. AUD. BY ¼ HR. %							2.0		2.0		3.2		4.3		6.9		
	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
WEEK 9	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
	TOTAL AUDIENCE (Households (000) & %)																	
WEEK 10	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	28.9	27.7	28.0	29.1	29.2	30.4	31.6	33.3	34.8	36.1	37.3	37.5	38.3	38.4	39.5	
		WK. 2	27.0	27.8	28.7	29.4	28.7	29.9	30.7	32.0	33.9	35.3	36.9	38.1	38.8	38.8	40.3	

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 7, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						4,810 5.5											8,650 9.9
	ABC TV																	ABC WORLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)						1,570 1.8	1.7*		1.6*		1.6*		2.0*				7,080 8.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						4 1.7	4 *	1.7	4 *	1.5	4 *	1.9	5 *			17 7.5	8.7
K 1	TOTAL AUDIENCE (Households (000) & %)						13,900 15.9											
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						4,720 5.4											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						12 2.7											
K 2	TOTAL AUDIENCE (Households (000) & %)						28,060 32.1											
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						14,510 16.6											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 *											
E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,620 21.3											10,750 12.3
	CBS TV																	(1) (OP)
	AVERAGE AUDIENCE (Households (000) & %)						9,090 10.4											10,140 11.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 4.1											25 11.6
E E K 2	TOTAL AUDIENCE (Households (000) & %)						7,250 8.3											5,860 6.7
	NBC TV																	NBC NIGHTLY NEWS- SUN(B)
	AVERAGE AUDIENCE (Households (000) & %)						6,990 8.0											4,980 5.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 3.3											12 5.4
TV HOUSEHOLDS USING TV		WK. 1	40.4	40.7	41.1	42.0	42.9	43.4	42.9	43.2	44.2	44.4	44.5	45.0	47.8	48.5	49.6	50.5
(See Def. 1)		WK. 2	39.6	40.5	40.8	41.3	41.2	41.3	40.8	40.3	40.6	41.0	42.0	42.8	43.0	45.3	47.0	48.6

U.S. TV Households: 87,400,000

(1) CBS NFL FOOTBALL POST 2, CBS, (6:46-7:00PM)

(2) NFL FOOTBALL POST-NBC, NBC, (4:02-4:17PM)

For explanation of symbols, See page A.

DAY SUN. SEPT. 14, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON	1	8.49- 8.51PM	8.45	8,220	9.4	8,040	9.2	15	9.2								
ABC ABC NEWSBRIEF-MON	2	8.58- 8.59PM	8.45							10,050	11.5	10,050	11.5	20	11.5		
ABC NFL MONDAY NIGHT FOOTBALL	2	9.00-12.28AM	→GRID 11.00 11.15 11.30 11.45 12.00 12.15							35,310	40.4	18,530	21.2	38	19.4 20.3 19.8 19.2 19.5 19.1		
ABC ABC NEWSBRIEF-MON	1	9.54- 9.55PM	9.45	8,220	9.4	8,220	9.4	16	9.4								
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.51- 8.52PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE	1	9.58- 9.59PM	9.45	9,350	10.7	9,350	10.7	17	10.7								
	2	9.53- 9.54PM	9.45							8,480	9.7	8,480	9.7	16	9.7		
CBS AMERICAN PORTRAIT-TUE(B)	1	8.58- 8.59PM	8.45	8,390	9.6	8,390	9.6	15	9.6								
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED	1	8.58- 8.59PM	8.45	8,480	9.7	8,480	9.7	16	9.7								
	2	8.57- 8.58PM	8.45							6,210	7.1	6,210	7.1	12	7.1		
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-WED	2	9.41- 9.42PM	9.30							7,430	8.5	7,430	8.5	14	8.5		
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	9.58- 9.59PM	9.45	11,540	13.2	11,540	13.2	22	13.2								
		8.53- 8.54PM	8.45														
ABC ABC NFL FOOTBALL SPECIAL(S)	2	8.00-11.11PM	→GRID 11.00							28,490	32.6	12,670	14.5	24	13.0		
														24*			
ABC ABC NEWSBRIEF-THU	1	9.58- 9.59PM	9.45	7,080	8.1	7,080	8.1	13	8.1								
CBS AMERICAN PORTRAIT	1	8.58- 8.59PM	8.45	9,180	10.5	9,180	10.5	17	10.5								
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.41- 8.42PM	8.30	8,650	9.9	8,650	9.9	18	9.9								
	2	9.00- 9.01PM	9.00							4,980	5.7	4,980	5.7	10	5.7		
ABC ABC NEWSBRIEF-FRI	2	9.51- 9.52PM	9.45							5,510	6.3	5,510	6.3	11	6.3		
	1	10.11-10.12PM	10.00	10,930	12.5	10,930	12.5	22	12.5								
CBS AMERICAN PORTRAIT SUS.(SUS)		8.58- 8.59PM	8.45														
CBS CBS FRIDAY NIGHT MOVIES	2	9.00-11.30PM	→GRID 11.00 11.15							19,400	22.2	8,220	9.4	18	10.7 9.1		
														22*			
NBC NBC NEWS SPECIAL REPORT(S)	1	10.00-10.42PM	→GRID 10.30	13,630	15.6	10,930	12.5	22	11.9								
								11.9*	22*								
NBC NBC REPORT:KARACHI(SUS)	1	10.42-11.00PM	10.30														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	2	8.46- 8.47PM	8.45							7,170	8.2	7,170	8.2	15	8.2		
ABC ABC NEWSBRIEF-SAT.	1	9.53- 9.54PM	9.45	6,210	7.1	6,210	7.1	13	7.1								
CONT'D																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING SATURDAY-CONT'D																	
ABC ABC NEWSBRIEF-SAT.-CONT'D	2	9.49- 9.50PM	9.45								6,120	7.0	6,120	7.0	12	7.0	
CBS SPORTSBREAK-SAT	2	8.28- 8.29PM	8.15								5,160	5.9	5,160	5.9	12	5.9	
	1	9.06- 9.07PM	9.00	5,510	6.3	5,510	6.3	12	6.3								
CBS NEWSBREAK-SAT.	1	9.52- 9.53PM	9.45	7,250	8.3	7,250	8.3	15	8.3								
	2	9.58- 9.59PM	9.45								3,580	4.1	3,580	4.1	7	4.1	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	12,760	14.6	12,760	14.6	28	14.6		13,550	15.5	13,550	15.5	29	15.5	
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	9,000	10.3	9,000	10.3	19	10.3								
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	9.05- 9.06PM	9.00	7,690	8.8	7,690	8.8	14	8.8		7,080	8.1	7,080	8.1	12	8.1	
	2	9.25- 9.26PM	9.15														
ABC ABC NEWSBRIEF-SUN.	1	9.48- 9.49PM	9.45	5,860	6.7	5,860	6.7	11	6.7		9,090	10.4	9,090	10.4	17	10.4	
	2	10.17-10.18PM	10.15														
CBS PRESIDENT&MRS. REAGAN-CBS(SUS)	2	8.00- 8.22PM	8.00								28,410	32.5	17,040	19.5	32		
CBS CHRYSLER SHOWCASE(S)	2	8.22-11.22PM	-GRID 11.15											18.3*	36*	14.5	
CBS SPORTSBREAK-SUN	1	8.58- 8.59PM	8.45	16,610	19.0	16,610	19.0	30	19.0		15,030	17.2	15,030	17.2	26	17.2	
	2	9.07- 9.08PM	9.00														
CBS NEWSBREAK-SUN.	1	9.50- 9.52PM	9.45	11,270	12.9	11,190	12.8	21	12.8								
NBC NFL FOOTBALL GAME 2-NBC																	
	2	9.55- 9.56PM	9.45								14,250	16.3	14,250	16.3	25	16.3	
	1	4.32- 7.22PM	-GRID 7.00 7.15 7.30	28,060	32.1	14,510	16.6	36	17.5 10.5 6.0								
NBC NBC SUNDAY NIGHT MOVIE	2	8.23-10.23PM	-GRID 10.15								23,950	27.4	13,900	15.9	25	13.9	
														14.9*	24*		
NBC NBC NEWS DIGEST-SUN	1	8.58- 8.59PM	8.45	8,390	9.6	8,390	9.6	15	9.6		10,230	11.7	10,230	11.7	18	11.7	
	2	9.39- 9.40PM	9.30								8,570	9.8	8,570	9.8	16	9.8	
NBC NBC NEWS DIGEST-2-SUN.	2	10.21-10.22PM	10.15														
EVENING MONDAY-FRIDAY																	
ABC ABC NEWS:NIGHTLINE	>	11.30 11.45 12.00		6,560	7.5	5,160	5.9	18	6.5 5.5 3.0	M-F M-F THU.	5,330	6.1	4,370	5.0	15	5.5 4.7 3.4	
ABC ABC NEWS NIGHTLINE-FRI(B)	1	12.00-12.47AM	12.00 12.15 12.30 12.45	7,870	9.0	5,420	6.2	21	7.3 6.2 5.2 4.6	FRI. FRI. FRI. FRI.							
ABC ABC NEWS:NIGHTLINE-TH(B)	2	12.00-12.17AM	12.00 12.15								3,760	4.3	3,670	4.2	16	4.3 3.9	
																THU. THU.	
ABC ABC NEWS:NIGHTLINE-TUE(SUS)	1	12.00-12.16AM	12.00							TUE.							
ABC LIFESTYLES-RICH & FAM-12M	>	12.00 12.15 12.30 12.45		1,400	1.6	1,220	1.4	6	1.5 1.4 1.4 1.2	M-TH M-TH TU&TH TU&TH	1,220	1.4	1,050	1.2	5	1.3 1.3 1.2 1.1	
																TU-F TUTHF W-F W-F	
CONT'D																	



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																	
ABC LIFESTYLES-RICH & FAM-12M-CONT'D																	
			1.00												1.0	WED.	
ABC ABC NEWS:NIGHTLINE-MON	2	1.19- 1.49AM	1.15								4,200	4.8	3,230	3.7	23	4.5 MON.	
			1.30												3.5 MON.		
			1.45												2.7 MON.		
CBS AMERICAN PORTRAIT	2	8.58- 8.59PM	8.45								10,230	11.7	10,230	11.7	19	11.7 MTUTH	
CBS NEWSBREAK-M-F		>	9.45	6,730	7.7	6,210	7.1	12	7.7	M-F	7,950	9.1	7,950	9.1	15	9.1 M-F	
CBS CBS LATE NIGHT I	2	>	11.30								5,590	6.4	3,580	4.1	16	4.8 M-F	
			11.45											4.5*	14*	4.3 M-TH	
			12.00												4.1	M-F	
			12.15											4.0*	16*	3.9 M-F	
			12.30												3.9	M-F	
			12.45											3.6*	18*	3.2 M-F	
			1.00											3.4*	18*	3.4 FRI.	
CBS US OPEN HIGHLIGHTS TNS-FR(S)	1	11.30-12.00MD	11.30	3,760	4.3	2,970	3.4	9	4.0	FRI.							
			11.45						2.9	FRI.							
CBS US OPEN HIGHLIGHTS TNS-MO(S)	1	11.30-12.00MD	11.30	4,280	4.9	3,670	4.2	13	4.6	MON.							
			11.45						3.7	MON.							
CBS US OPEN HIGHLIGHTS TNS-TH(S)	1	11.30-12.00MD	11.30	4,020	4.6	3,060	3.5	10	3.8	THU.							
CBS US OPEN HIGHLIGHTS TNS-TU(S)	1	11.30-12.00MD	11.45	4,890	5.6	4,020	4.6	14	3.2	THU.							
			11.30						5.1	TUE.							
			11.45						4.0	TUE.							
CBS US OPEN HIGHLIGHTS TNS-WE(S)	1	11.30-12.00MD	11.30	3,760	4.3	3,150	3.6	11	3.9	WED.							
			11.45						3.2	WED.							
CBS CBS LATE NIGHT I	1	>	12.00	4,280	4.9	2,620	3.0	15	3.0	M-F							
			12.15				2.9*	12*	2.9	MWTHF							
			12.30						3.0	M-F							
			12.45				3.1*	16*	3.1	M-F							
			1.00						3.1	M-F							
			1.15				3.1*	20*	3.0	M-F							
			1.30				2.8*	22*	2.8	TUE.							
CBS CBS LATE NIGHT II	2	>	12.30								3,230	3.7	2,620	3.0	19	3.2 M-F	
			12.45											3.1*	18*	3.0 M-TH	
	1	>	1.00	3,060	3.5	2,530	2.9	23	3.1	M-F					3.0	M-F	
			1.15				3.0*	20*	3.0	MWTHF				2.9*	20*	2.8 M-F	
			1.30						2.9	M-F					2.8	FRI.	
			1.45				2.8*	23*	2.7	M-F				2.7*	17*	2.7 FRI.	
			2.00						2.5	TUE.							
			2.15				2.5*	27*	2.4	TUE.							
			2.30														
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	790	.9	700	.8	10	.9	MWTHSU	1,050	1.2	870	1.0	12	1.1 M-THSU	
			2.15						.8	MWTHSU						1.0 M-THSU	
CBS CBS NIGHTWATCH-1-TUE(B)	1	2.00- 2.30AM	2.00	960	1.1	790	.9	10	1.1	TUE.							
			2.15						.7	TUE.							
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	-GRID	960	1.1	870	1.0	14		M-THSU	1,050	1.2	960	1.1	16	M-THSU	
			2.30						1.0	M-THSU						1.1 M-THSU	
CONT'D																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D			2.45						1.0	M-THSU						1.1	M-THSU
CBS CBS NEWS NIGHTWATCH-2-CONT'D			3.00	1,660	1.9	790	.9	18	1.1	M-THSU	1,570	1.8	870	1.0	21	1.2	M-THSU
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.15					1.1*	1.0	M-THSU					1.2*	1.1	M-THSU
			3.30						1.0	M-THSU						1.0	M-THSU
			3.45				.9*	16*	.9	M-THSU					1.0*	.9	M-THSU
			4.00				.9		.9	M-THSU						.9	M-THSU
			4.15				.8*	16*	.8	M-THSU					.9*	.9	M-THSU
			4.30				.8		.8	M-THSU						.9	M-THSU
			4.45				.8*	18*	.8	M-THSU					.9*	.9	M-THSU
			5.00				.9		.9	M-THSU						.9	M-THSU
			5.15				.9*	21*	1.0	M-THSU					1.0*	.9	M-THSU
			5.30				.9		.9	M-THSU						1.0	M-THSU
			5.45				.9*	21*	.8	M-THSU					.9*	.9	M-THSU
NBC NBC NEWS DIGEST-M-F		>	8.15	9,350	10.7	9,350	10.7	18	8.8	M-F	11,010	12.6	11,010	12.6	21	9.8	M-F
			8.45						12.3	W-F						11.1	TUWF
			9.15						7.6	TUE.						19.9	THU.
NBC NBC NEWS DIGEST-2-M-F	1	9.58- 9.59PM	9.45	9,000	10.3	9,000	10.3	17	10.3	TU&TH	9,090	10.4	9,090	10.4	17	10.4	M-F
	2	>	9.45														
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,700	11.1	6,120	7.0	23	8.0	M-F	9,440	10.8	5,680	6.5	21	7.8	M-F
			11.45				7.6*	22*	7.2	M-F					7.3*	6.9	M-F
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.00 12.15 12.30	3,930	4.5	3,320	6.5* 3.8	25* 20	6.9 6.1	M-F M-F	4,110	4.7	3,410	5.7* 3.9	21* 19	8.1 4.1	M-F M-TH
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30 12.45 1.00	6,470	7.4	3,230	4.8* 3.7	19* 17	4.1 5.1	M-TH FRI.	6,030	6.9	3,060	3.5 4.5*	18 19*	3.7 4.8	M-TH FRI.
			1.15						4.5	FRI.						4.1	FRI.
			1.30				3.8*	18*	4.2	FRI.						3.8	FRI.
			1.45						3.3	FRI.					3.6*	3.3	FRI.
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00 1.15	3,230	3.7	2,530	2.7* 2.9	16* 19	2.5 3.1	FRI. M-TH	3,060	3.5	2,530	2.5* 2.9	16* 20	2.3 3.1	FRI. M-TH
DAY MONDAY-FRIDAY									2.7	M-TH						2.7	M-TH
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,140	1.3	1,050	1.2	15	1.2	M-F	1,310	1.5	1,220	1.4	16	1.4	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,010	2.3	1,920	2.2	18	2.2	M-F	2,360	2.7	2,190	2.5	19	2.5	M-F
ABC GOOD MORN,AMER-MON-730(B)	1	7.30- 8.00AM	7.30 7.45	2,270	2.6	1,840	2.1	14	2.2	MON.							
ABC GOOD MORN,AMER-MON-830(B)	1	8.30- 9.00AM	8.30 8.45	3,500	4.0	2,710	3.1	12	2.0	MON.							
ABC RYAN'S HOPE-MON(B)	1	12.00-12.30PM	12.00 12.15	2,710	3.1	2,270	2.6	7	3.0	MON.							
ABC ABC SPECIAL REPORT-12:58P(SUS)	2	12.58- 1.22PM	12.45						3.2	MON.							
ABC ALL MY CHILDREN-MON(B)	1	1.00- 2.00PM	1.00 1.15 1.30	7,780	8.9	6,120	7.0 6.8*	19 19*	2.6 2.7	MON. MON.							FRI.
CONT'D									7.1	MON.							
-45 U.S. TV HOUSEHOLDS: 87,400,000				FOR EXPLANATION OF SYMBOLS, SEE PAGE A.						*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).							



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY MONDAY-FRIDAY-CONT'D																	
ABC ALL MY CHILDREN-MON(B)-CONT'D			1.45				7.1*	19*	7.1	MON.							
ABC ONE LIFE TO LIVE-MON(B)	1	2.00- 3.00PM	2.00	7,170	8.2	5,510	6.3	18	6.0	MON.							
			2.15				6.3*	18*	6.5	MON.							
			2.30						6.6	MON.							
			2.45				6.3*	18*	6.1	MON.							
ABC ABC DAYTIME NEWSBRIEF-M-F		>	2.45	6,120	7.0	6,120	7.0	25	6.9	M-F	6,560	7.5	6,560	7.5	28	7.4	
ABC GENERAL HOSPITAL-MON(B)	1	3.00- 4.00PM	3.00	7,080	8.1	5,510	6.3	17	6.2	MON.							
			3.15				6.2*	17*	6.3	MON.							
			3.30						6.4	MON.							
			3.45				6.4*	17*	6.5	MON.							
ABC GENERAL HOSPITAL-FRI(B)	1	3.30- 3.53PM	3.30	6,470	7.4	5,770	6.6	24	6.5	FRI.							
			3.45						6.7	FRI.							
ABC ABC SPECIAL REPORT-5:30P(SUS)	1	5.30- 5.53PM	5.30							FRI.							
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,490	1.7	1,140	1.3	16	1.2	M-F	1,660	1.9	1,310	1.5	16	1.3	
			6.45						1.4	M-F						1.7	
CBS CBS MORNING NEWS 1-MON(B)	1	7.30- 8.00AM	7.30	2,360	2.7	1,660	1.9	12	1.9	MON.							
			7.45						1.9	MON.							
CBS CBS MORNING NEWS 2-MON(B)	1	8.30- 9.00AM	8.30	3,410	3.9	2,530	2.9	11	2.9	MON.							
CBS NEW CARD SHARKS-MON(B)	1	10.30-11.00AM	8.45 10.30 10.45	4,110	4.7	3,500	4.0	12	3.0 3.9 4.1	MON. MON. MON.							
CBS PRICE IS RIGHT 1-FRI(B)	2	11.00-11.28AM	11.00 11.15								4,810	5.5	4,110	4.7	23	4.5 5.0	
CBS PRICE IS RIGHT 1-MON(B)	1	11.00-11.30AM	11.00 11.15	5,940	6.8	4,890	5.6	17	5.1 6.1	MON. MON.							
CBS US OPN TENNIS(FRI) 11:00A(S)	1	11.00-12.24PM	11.00 11.15 11.30 11.45 12.00 12.15	6,210	7.1	2,360	2.7 2.8*	12 13*	3.2 2.4 2.3 2.6 2.9	FRI. FRI. FRI. FRI. FRI.							
							2.5*	11*									
							2.8*	12*									
CBS PRICE IS RIGHT 2-MON(B)	1	11.30-12.00NN	11.30 11.45	7,520	8.6	6,380	7.3	22	7.0 7.6	MON. MON.							
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,330	6.1	5,160	5.9	23	5.9	M-TH	5,160	5.9	4,980	5.7	26	5.7	
CBS US OPEN TENNIS (MON)(S)	1	12.30- 6.00PM	12.30 12.45 1.00 1.15 1.30 1.45 2.00 2.15 2.30 2.45 3.00	12,670	14.5	3,150	3.6 3.8*	10 11*	4.1 3.5 3.5 3.7 4.0 3.5 3.3 3.0 3.5 3.4 3.4	MON. MON. MON. MON. MON. MON. MON. MON. MON. MON. MON.							
CONT'D																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY MONDAY-FRIDAY-CONT'D																	
CBS US OPEN TENNIS (MON)(S)-CONT'D			3.15				3.5*	10*	3.5	MON.							
			3.30						2.9	MON.							
			3.45				3.1*	8*	3.2	MON.							
			4.00						3.4	MON.							
			4.15				3.4*	9*	3.5	MON.							
			4.30						3.5	MON.							
			4.45				3.8*	10*	4.1	MON.							
			5.00						3.6	MON.							
			5.15				3.6*	9*	3.6	MON.							
			5.30						4.0	MON.							
			5.45				4.2*	10*	4.3	MON.							
CBS CBS SPL RPT:DANILOFF(SUS)	2	12.59-	1.28PM	12.45												FRI.	
CBS US OPN TENNIS(FRI) 12:30P(S)	1	12.55-	1.21PM	12.45	10,140	11.6	2,450	2.8	10	4.1	FRI.						
	1	1.27-	1.40PM														
	1	1.56-	2.07PM														
	1	2.20-	3.22PM														
	1	3.28-	5.00PM														
			1.00						3.4	FRI.							
			1.15				3.3*	14*	2.9	FRI.							
			1.30				3.3*	12*	3.1	FRI.							
			1.45														
			2.00						3.3	FRI.							
			2.15				3.1*	12*	3.0	FRI.							
			2.30						2.3	FRI.							
			2.45				2.3*	9*	2.3	FRI.							
			3.00						2.6	FRI.							
			3.15				2.5*	9*	2.5	FRI.							
			3.30						2.3	FRI.							
			3.45				2.3*	8*	2.3	FRI.							
			4.00						2.6	FRI.							
			4.15				2.7*	9*	2.8	FRI.							
			4.30						2.7	FRI.							
			4.45				3.0*	9*	3.2	FRI.							
CBS YOUNG AND RESTLESS-FR(B)	2	12.59-	1.28PM	12.45							2,530	2.9	2,450	2.8	11	2.7 FRI.	
			1.00													2.7 FRI.	
			1.15													2.9 FRI.	
CBS CBS SPL RPT:HIJACK PAN AM(SUS)	1	1.40-	1.56PM	1.30						FRI.							
CBS CBS SPL RPT:PAN AM HIJACK(SUS)	1	2.07-	2.20PM	2.00						FRI.							
CBS NEWSBREAK-3.44				3.30	4,720	5.4	4,720	5.4	18	5.3 TU-TH	4,720	5.4	4,720	5.4	18	5.5 M-F	
			3.45							5.6 TU-TH						5.3 M-F	
CBS AMERICAN TREASURY		3.58-	3.59PM	3.45	4,370	5.0	4,370	5.0	16	5.0 WED.	4,460	5.1	4,460	5.1	17	5.1 M-F	
CBS AMERICAN TREASURY SUS(SUS)		3.58-	3.59PM	3.45						THU.						THU.	
CBS AMERICAN TREASURY-SUS(SUS)		3.58-	3.59PM	3.45						TUE.						TUE.	
NBC NBC NEWS AT SUNRISE		6.30-	7.00AM	6.30	2,450	2.8	1,840	2.1	18	1.6 TU-F	2,710	3.1	1,840	2.1	17	1.7 M-F	
			6.45							2.6 TU-F						2.6 M-F	
NBC NBC NEWS-SUNRISE-MON SPEC(S)	1	6.30-	7.00AM	6.30	790	.9	440	.5	7	<< MON.							
CONT'D																	



## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
DAY MONDAY-FRIDAY-CONT'D																			
NBC NBC NEWS-SUNRISE-MON SPEC(S)-CONT'D				6.45						.7	MON.								
NBC TODAY SHOW-7.30AM-MON SP(S)	1	7.30- 8.00AM	7.30 7.45	2,710	3.1	1,920	2.2	14	2.1 2.4	MON. MON.									
NBC TODAY SHOW-8.30AM-MON SP(S)	1	8.30- 9.00AM	8.30 8.45	4,200	4.8	3,410	3.9	15	3.8 4.0	MON. MON.									
NBC FAMILY TIES-MON SPECIAL(S)	1	10.00-10.30AM	10.00 10.15	5,240	6.0	4,370	5.0	16	4.5 5.5	MON. MON.									
NBC SALE-CENTURY-MON SPECIAL(S)	1	10.30-11.00AM	10.30 10.45	4,280	4.9	3,580	4.1	13	4.1 4.2	MON. MON.	4,720 5.4		3,850 4.4 21	4.4 4.5	FRI. FRI.				
NBC WHEEL OF FORTUNE-FRI(B)	2	11.00-11.26AM	11.00 11.15																
NBC WHEEL-FORTUNE-MON SPECIAL(S)	1	11.00-11.30AM	11.00 11.15	6,640	7.6	5,590	6.4	19	6.3 6.5	MON. MON.									
NBC SCRABBLE-MON(B)	1	11.30-12.00NN	11.30 11.45	5,770	6.6	4,810	5.5	16	5.3 5.8	MON. MON.									
NBC SUPER PASSWORD-MON SPEC(S)	1	12.00-12.30PM	12.00 12.15	4,280	4.9	3,580	4.1	12	4.1 4.1	MON. MON.									
NBC SEARCH FOR TOMORROW-MO(B)	1	12.30- 1.00PM	12.30	3,060	3.5	2,530	2.9	9	2.9	MON.									
NBC DAYS OF OUR LIVES-FRI(B)				12.45 1.00 1.15						3.0	MON.	2,450 2.8		2,360 2.7 10	2.7 2.7	FRI. FRI.			
NBC DAYS-LIVES-MON SPECIAL(S)	1	1.00- 2.00PM	1.00 1.15 1.30 1.45	7,690	8.8	5,860	6.7 6.3*	19 18*	6.2 6.4 6.9 7.3	MON. MON. MON. MON.									
NBC ANOTHER WORLD-MON(B)	1	2.00- 3.00PM	2.00 2.15 2.30 2.45	5,770	6.6	4,200	4.8 4.8*	14 14*	4.7 4.9 4.8 4.7	MON. MON. MON. MON.									
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,630	5.3	4,630	5.3	19	5.3	W & F	4,200 4.8		4,200 4.8 18	4.8	MWF				
NBC NBC NEWS DIGEST-MON SPEC(S)	1	2.57- 2.58PM	2.45	3,930	4.5	3,930	4.5	12	4.5	MON.									
NBC SANTA BARBARA-MON SPECIAL(S)	1	3.00- 4.00PM	3.00 3.15 3.30 3.45	5,240	6.0	3,670	4.2 4.3*	11 12*	4.3 4.3 4.2 4.1	MON. MON. MON. MON.									
DAY SATURDAY																			
ABC ABC FUN FIT-8:25AM	1	8.25- 8.29AM	8.15	2,190	2.5	1,920	2.2	15	2.2										
ABC ABC FUN FIT-11:55AM	1	11.55-11.59AM	11.45	3,580	4.1	2,800	3.2	11	3.2										
ABC CFA COLLEGE FOOTBALL-PRE	1	3.00- 3.25PM	-GRID	4,460	5.1	3,580	4.1	13			4,540 5.2		3,500 4.0 13						
	2	3.00- 3.26PM	-GRID 3.15						4.3							4.2			
ABC CFA COLLEGE FOOTBALL GAME	1	3.25- 6.37PM	-GRID 6.30	16,080	18.4	6,470	7.4 6.2*	21 16*	6.2										

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	%					
DAY SATURDAY-CONT'D																			
ABC CFA COLLEGE FOOTBALL POST	2	6.50- 6.59PM	6.45																
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15																
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45																
CBS IN THE NEWS-11.56AM	2	11.56-11.59AM	11.45																
CBS IN THE NEWS-12.26PM	2	12.26-12.29PM	12.15																
CBS CBS COLLEGE FOOTBALL GAME	2	2.37- 5.40PM	+GRID 5.30																
CBS CBS COLLEGE FOOTBALL PRE	2	2.30- 2.37PM	2.30																
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,320	3.8	3,230	3.7	25	3.7										
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,580	4.1	3,410	3.9	20	3.9										
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,030	6.9	5,680	6.5	24	6.5										
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	7,250	8.3	6,900	7.9	28	7.9										
NBC ONE TO GROW ON-11:58AM	1	11.58-12.00NN	11.45	5,070	5.8	4,810	5.5	20	5.5										
NBC ONE TO GROW ON-12:28PM	2	12.28-12.30PM	12.15																
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.18PM	+GRID 2.15	3,580	4.1	3,230	3.7	12											
	2	3.00- 3.17PM	+GRID						4.0										
							</												